Town of Provincetown
Visitors' Service Board
Meeting Minutes from Grants Applications Review
February 10, 2009
Tourism Office 330 Commercial Street

Members present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Hersh Schwartz; James Bakker, Michael Peregon; Michelle Haynes; Mick Rudd

Member absent: None
Staff: David Gardner, Assistant Town Manager, Jackie Kelly, Administrative Assistant – Tourism Office
Others: Candy Collins-Boden, Susan Leonard, John Thomas, Ellen Burbank, Gabby Hanna

The meeting was called to order at 9:00am

There were some preliminary comments and questions before the review rounds began.

It was thought that there would be more latitude in supporting Applicant #3, The Canadian/New England Cruise with marketing funds, rather than as a grant.

Motion: it is moved to support the efforts of the Canadian/New England Cruise Show with a minimum of $2,500 from the FY 2010 Marketing budget.
Motion: Rob Tosner Seconded: Hersh Schwartz 6-0-0 (Michelle Haynes not yet present)

The question of in-season versus off-season events elicited some comments, especially that in these economic times, it can't be assumed that an in-season event will automatically be successful, and therefore not worthy of support. It is hoped that the Jazz Festival and Music Festival, for instance, prosper over time and then can be persuaded to move to a shoulder season.

Applicant #23, A Short Wake is seen as a one-time event, and is planned for Labor Day Weekend, which is very busy anyway. The production is certainly welcomed, but will not be supported with a grant.

Motion: it is moved that A Short Wake will not be awarded a grant.
Motion: Rob Tosner Seconded: Hersh Schwartz 5-0-1 Mike Peregon (Michelle Haynes not yet present)

Application #20, PBG-Provincetown Winter Weekends is seen as a valuable enterprise, providing needed entertainment during these off-season times when there will be numbers of people here, but without many other options.

Action Item: Rob Tosner will look into design and construction of a banner and a placard that features the VSB name and logo, and grantees will be required to display same at the funded events.

The VSB is in favor of continuing support for successful events, even if they are years old.

It was determined that Applicant #2, the Provincetown Theater, is asking for funds for a project very similar to one requested and awarded very recently.

Applicant #24, Get Ptown Fit Weekend will be funded subject to date: it must not be held on Memorial Day Weekend, during the Film Festival or during other events already planned. The date must be approved by the VSB. The event planner is further encouraged to hold the run through town, rather than out of the public's eye (as would be the case if held on the bike trail).

Applicant #16, Campus Provincetown Catalogue, will be funded from Marketing funds.

Motion: it is moved to support the efforts of the Campus Provincetown Catalogue through the VSB Marketing Budget, the amount to be determined by advertising rates, and the VSB will provide a link in the Continuing Education section of our website.
Motion: Rob Tosner Seconded: Mike Peregon 6-0-0 (Michelle Haynes not yet present)

Action Item: The VSB will engage in a discussion with Town Management regarding the second phase of rehabilitation of Town Hall, encouraging that the auditorium be made a venue suitable for entertainment, (including new and comfortable seating).

Applicant # 17, The Provincetown Music Festival seems to be losing attendees, and it is questioned why there are no numbers listed in the application.
#19, Girl Splash has all its events at the Pied Piper. It is hoped they will broaden their efforts to include other venues.

#30, Norman Mailer's Writers' Colony is seen as having great public relations for Provincetown, and is supported, even though the actual writing happens in Texas.

The questions the board had about the numbers of attendees at the Film Festival were answered by Gabby Hanna, who came in at the Board's request.

Motion: it is moved that the FY 2009 carryover of $6,750 be applied to the FY 2010 Grants.
Motion: Rob Tosner Seconded: Mike Peregon 7-0-0

Rob Tosner, Kathleen Fitzgerald and Hersh Schwartz will meet with the Town Manager on February 10 or 11 to discuss the Town's attempt to balance the budget by using the VSB surplus funds of $125,000. Rob Tosner is considering asking Town Counsel about the legality of this attempt.

Mike Peregon suggested that the VSB get a smaller percentage of guest-room-tax revenues but that we pay nothing to DPW expenses, but use the money only for marketing.

Awards:

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $6,000 be awarded to Portuguese Festival for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $4,000 be awarded to Provincetown Heritage Day for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $1,500 be awarded to Pilgrim Bark Park for FY 2010. It is further stipulated that this money be used for a water fountain (the VSB will provide a plaque to installed on it) and not for irrigation.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0
Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $4,000 be awarded to Single Women's Weekend for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 6-0-1 (Kathleen Fitzgerald recused)

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $8,500 be awarded to Women's Week for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 6-0-1 (Kathleen Fitzgerald recused)

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to FAWC Workshop Program for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,750 be awarded to Tennessee Williams Festival for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to Great Music on Sundays @5 for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $2,500 be awarded to Outer Cape Chorale Concerts for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $2,000 be awarded to Harbor Swim for Life for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,500 be awarded to Mates Leather Weekend for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $1,000 be awarded to Provincetown Dance Festival for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a

grant in the amount of $1,000 be awarded to Castle Hill Paints the Town for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $1,500 be awarded to Provincetown Music Festival for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $1,500 be awarded to Provincetown Jazz Festival for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $1,000 be awarded to Girl Splash for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to PBG-Provincetown Winter Weekends for FY 2010. It is further stipulated that promotional material be distributed for the event by the PBG no later than July 30, 2009.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to PBG Cabaret Fest for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to Holly Folly for FY 2010. It is further stipulated that promotional material be distributed for the event by the PBG no later than July 30, 2009.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to Get Fit Ptown Weekend for FY 2010. It is further stipulated that this award is date specific; it must not interfere with key weekends already in place; the dates must be agreed upon by the VSB.
Motion: Hersh Schwartz Seconded: Mike Peregon 6-0-1 (Rob Tosner recused)

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,500 be awarded to Women of Color Weekend for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $4,000 be awarded to PAAM Fall and Spring Workshop Program for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a

grant in the amount of $2,000 be awarded to PMPM-Centennial Music Series for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 6-0-1 (Jim Bakker recused)

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $5,000 be awarded to PMPM-Rededication of the Pilgrim Monument for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 6-0-1 (Jimm Bakker recused)

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $2,000 be awarded to Fantasia Fair for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to Norman Mailer Writers' Colony for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $3,000 be awarded to BLSEN Boston Educator Retreat for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $8,500 be awarded to Great Provincetown Schooner Regatta for FY 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Motion: it is moved that the Visitors' Services Board recommend to the Board of Selectman a grant in the amount of $16,000 be awarded to Provincetown International Film Festival for FY 2010. It is further stipulated that the Festival will run for five (5) days in 2010.
Motion: Hersh Schwartz Seconded: Mike Peregon 7-0-0

Meeting was adjourned at 4pm

Respectfully submitted,
Jackie Kelly