

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
Tuesday, March 20, 2007
Judge Welsh Hearing Room**

Chairman Lynne Davies convened the meeting at 10:04 AM noting the following attendees:

Members Present: Lynne Davies, Chairman; Peter Bez, Vice Chairman, Kathleen Fitzgerald; Michael Peregón and Mick Rudd

Excused Absence: Laurel Guadazno and Hersh Schwartz

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II; Sandy Turner, Deputy Director DPW; Candy Collins-Boden, Chamber of Commerce; Patrick Eleey, Architect; Austin Knight, Historical Commission; Don Knuuttila, Provincetown Business Guild; James Mack, Beautification Committee; Cherri Mittenthal, Cultural Council; Barbara Rushmore; and Frank Vasello, Cultural Council

PROVINCETOWN CULTURAL COUNCIL – ART IN PUBLIC PLACES AND AIDS MEMORIAL Cultural Council members Cherie Mittenthal and Frank Vasello.

The ADT reported that Rob Tosner, author of the 2003 Town Meeting article, was out of town on vacation until tomorrow. The ADT read a description written by Martha Lyon, the landscape architect who worked on the original design concept for the Waterfront Park. The project description included the following elements:

Existing trees will be relocated to other public sites in Provincetown, and benches will be stockpiled. A new, wave-edged walkway will allow visitors access to the bulkhead, and shade trees, evergreen shrubs, and ornamental grasses will separate the park from the Municipal Parking Lot. Six 40' flagpoles, holding flags from countries throughout the world, will welcome visitors coming to Provincetown via MacMillan Pier. Granite stones, inlaid in the concrete pavers, will commemorate the 47 Fishermen lost at sea, and an AIDS memorial will be placed along the walkway. Signs, placed at either end of the park, will interpret the memorial area for the public. Provincetown standard benches will flank each flagpole, providing plenty of seating.

Two issues remain regarding the intent of the original Town Meeting article: location of the AIDS Memorial and the request to combine the two pots of money (\$5,000 for AIDS Memorial and \$10,000 for Art in Public Places) to create a single piece of art. The question remains as to whether the AIDS Memorial is tied to the location of the Waterfront Park based on the intent of the original warrant article.

MOTION: Move to combine the two pots of money (\$5,000 for AIDS Memorial and \$10,000 for Art in Public Places) to be used by the Cultural Council for an AIDS Memorial sculpture to be placed in Town.

MOTION: Lynne Davies; Seconded: Mick Rudd; Yea: 5; Nay: 0; Abstain: 0

MOTION: Move to approve the location of the AIDS Memorial sculpture, to be located at the recommendation of the Cultural Council.

MOTION: Lynne Davies; Seconded: Mick Rudd; Yea: 5; Nay: 0; Abstain: 0

WATERFRONT PARK INITIATIVE

The ADT read a statement from Rex McKinsey for inclusion in the record regarding the planning of the Waterfront Park Plan:

“After discussions with some of the fishers that used to use the bulkhead for offloading traps, this is no

longer a needed benefit since the re-construction of MacMillan Pier. We only need the one general loading zone space in front of the gangway and the option of working boats in the area.

Of course, I agree with the need for lighting. We have seen the benefit of improved lighting in Lopes Square. This will help us to patrol the waterfront. I just ask that it be low maintenance and not affect navigation.

I still do not agree with a handrail along the bulkhead. This seems out of place in Provincetown and more akin to a city waterfront. We could look to more ladders, floats and throw rings for safety. I am concerned that the handrails would eventually spread to MacMillan Pier and compromise our ability to handle vessels."

Patrick Eleey, Landscape Architect, presented a revised plan for the Waterfront Park and Municipal Parking Lot (MPL).

After meeting with Police Chief Tobias, the MPL needs to maintain 323 parking spaces including 8 handicapped spaces. With this plan, the park should be able to gain an additional 11 feet of park space. It is clear that any reduction in parking spaces will not be acceptable to the town. There is currently a proposal that will be presented at the March 27, 2007 annual parking hearing to redesign the MPL. This plan will provide an entrance on Lopes Square and an exit on Ryder Street.

The boardwalk, as currently proposed, ranges from eight to 20 feet wide, dependent on the ability to gain additional park footage claimed from the parking lot. A reduction of the boardwalk width may be necessary.

It was suggested to move the benches closer to the bulkhead so the seating could be closer to the water.

MOTION: Move to include trees along the north boundary of the parking lot and Ryder Street Extension as one of the goals of the Waterfront Park beautification project.

MOTION: Michael Peregon; Seconded: Mick Rudd; Yea: 5; Nay: 0; Abstain: 0

Patrick Eleey will report back to the VSB on April 18, 2007 with a revised plan.

BEAUTIFICATION COMMITTEE

The Town is proposing \$8,500 for the Beautification Committee budget in addition to the \$16,961 set aside from the Tourism Fund. The VSB requested the Beautification Committee participate in the Waterfront Park beautification project.

Sandy Turner, Deputy Director of DPW, stated that without Tourism Fund money to fund the Municipal Budget in the amount of \$39,414, the additional services -- such as additional barrel pickup and extending comfort station hours -- would not be provided.

Chairperson Davies stated the Five-Year Plan approved by the Board of Selectmen on December 11, 2006, which contained \$22,453 in funding for municipal projects that enhance the visitor experience and provide visitor amenities rather than fund the maintenance of the visitor infrastructure, does not include funding for DPW maintenance. Chairperson Davies stated she would contact the Chair of the Board of Selectmen and discuss this matter further. Members of the VSB as well as the Executive Director of the Chamber of Commerce expressed their concern that the maintenance be provided since to not provide these services would be disastrous for the Town.

NEW BUSINESS

Don Knuutila explained that the PBG was late in submitting the promotional grant final report and request for disbursement for the Holly Folly event held in December 2006. The PBG was also late in submitting the final report and disbursement request for Meet Your Man event, held in November 2006; however, the ADT had granted the PBG a request for leniency because Mr. Knuutila was unfamiliar with the grant process.

The ADT advised the VSB that although communication was sent from the Tourism Office following the conclusion of the PBG events restating the requirement to submit a final report within 90 days following the

event, and despite conversations with Mr. Knuuttila regarding the timely filing requirement, the late request for disbursement needed to be addressed. Moreover, in light of the fact the ADT had recently received information that he needed to investigate, he recommended this matter be tabled until the next VSB meeting.

MOTION: Move to table the discussion until April 3, 2007

MOTION: Mick Rudd; Seconded: Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the February 8, 2007 meeting as submitted.

MOTION: Kathleen Fitzgerald; Seconded: Mick Rudd; Yea: 4; Nay: 0; Abstain: 1

TOURISM DIRECTOR'S REPORT

Provincetown will be featured in an historical feature story in the May 2007 issue of *Out Traveler*. Written by David Kaplan, this issue of *Out Traveler* has a street date of April 17, 2007. The ADT strategically negotiated a one-third page four-color ad in this issue, which includes leads from the reader response program.

MOTION: Move to approve funding in the amount of \$5,500 from the FY07 marketing budget for the May 2007 one-third page advertisement in Out Traveler.

MOTION: Peter Bez; Seconded: Kathleen Fitzgerald; Yea: 5; Nay: 0; Abstain: 0

The contract with Long Point Studio for the *2007 Provincetown Art Guide* is up for renewal. This publication features a two-page abbreviated calendar of events. This ad buy is included in the 2007 media plan (as previously approved by the VSB).

MOTION: Move to approve funding in the amount of \$1,500 from the FY07 marketing budget for the 2007 Provincetown Art Guide.

MOTION: Peter Bez; Seconded: Mick Rudd; Yea: 5; Nay: 0; Abstain: 0

The Adventures in Travel Expo consumer trade shows completed a record setting series, attracting over 60,000 people to the six trade shows, generating hundreds of leads for Provincetown from both southern California and Washington, DC. In addition, the PTO's e-brochure was available throughout the three months of the trade show series. In an effort to protect the excellent positioning of the Provincetown booth for next year's *Los Angeles Times* trade show (February 9-10), the ADT has negotiated a discounted rate of \$2,500, including basic booth furnishings.

MOTION: Move to approve funding in the amount of \$2,500 from the FY07 marketing budget for the cost of the TIA Adventures in Travel trade show booth at the Los Angeles Times trade show, to be held in Long Beach, California February 9-10, 2008.

MOTION: Mick Rudd; Seconded: Peter Bez; Yea: 5; Nay: 0; Abstain: 0

The ADT announced a settlement agreement had been reached between Bart Weisman and WOMR, and WOMR has requested their name be removed from the Provincetown Jazz Festival grant application. The festival will occur on the previously scheduled dates and at the previously scheduled venues. An administrative change will need to be made to the grant application to change the responsible organization, declaring the nonprofit organization that will receive the proceeds of the event.

MOTION: Move to amend the FY08 Tourism Grant Application for the Provincetown Jazz Festival as follows:

- **Change the organization to reflect the name "Provincetown Jazz Festival."**
- **Change the alternate contact to reflect Amy Heller.**
- **Insert new Federal Tax ID Number 521-630-675.**

MOTION: Peter Bez; Seconded: Mick Rudd; Yea: 5; Nay: 0; Abstain: 0

Funding for the FY06 and FY07 promotional grants for the Portuguese Festival was addressed. Mr. Rudd will invite representatives of the Portuguese Festival Committee meet with the ADT, complete the necessary

reports for the FY06 grant disbursement, and develop a proposed plan for the FY07 grant. This matter will be scheduled for the April 3, 2007 VSB meeting.

Meeting adjourned at 12:55 PM.