

**Town of Provincetown
Visitor Services Board
Meeting Minutes from
Tuesday, June 5, 2007
Judge Welsh Hearing Room**

Chairman Rob Tosner convened the meeting at 10:00 AM noting the following attendees:

Members Present: Rob Tosner, Chair; Kathleen Fitzgerald, Vice Chair; Peter Bez; Laurel Guadazno; Michael Peregony; Mick Rudd; and Hersh Schwartz.

Excused Absence: None.

Other attendees: Bill Schneider, Administrative Director of Tourism; David Gardner, Administrative Assistant II.

Lisa Bowden, Cultural Development Coordinator; Candy Collins-Boden, Chamber of Commerce; Patrick Eleey, Landscape Architect; Don Knuutilla, PBG; James Mack, Beautification Committee; Rex McKinsey, Harbormaster.

PUBLIC STATEMENTS

Candy Collins-Boden spoke about the upcoming "Be Our Guest" event, co-sponsored by the Cape Cod Chamber of Commerce, scheduled for Tuesday, June 19, 2007 at Provincetown Town Hall. She further emphasized the importance of the motor coach industry and encouraged VSB members support the customer service component of the "Be Our Guest" program.

VNR UPDATE

Both the EcoTourism and GLBT VNRs are both important niche markets that the VSB believes should be funded so the PTO may proceed with arranging production.

BUDGET UPDATE

The budget update was continued until after the Fiscal Year Close.

WEBSITE UPDATE

The website update item was continued until the July meeting.

TOURISM DIRECTOR'S REPORT

The Joint Revenue Committee is meeting today on Beacon Hill to hear testimony regarding the proposed legislation to expand the room tax to include private homes, condominiums and times shares. The ADT prepared correspondence, which will be presented at this hearing.

Members of the VSB discussed this issue.

Motion: Move that the VSB draft a letter in support the proposed room tax initiative be extended to include short-term rental of private homes, condominiums and time-shares.

MOTION: Michael Peregony; SECONDED: Peter Bez; Yea: 7; Nay: 0; Abstain: 0

In addition to issuing a press release to invite travel writers to visit Provincetown for hosted FAM trips, other initiatives include coordinating a visit by the crew of PinkPlanet (a Canadian-produced travel show that will feature Provincetown in the first episode of their 2008 season). PinkPlanet is a popular satellite program that showcases destinations for GLBT travelers. The ADT is working with the Massachusetts Office of Travel and Tourism (MOTT) to provide transportation to/from the Cape and Islands for the production crew as well as designing an itinerary for PinkPlanet's four-day visit June 13-17, 2007. The agency is also assisting with the producers of a four-part series of half-hour television programming focusing on GLBT 20-somethings to be filmed in August. FOCUS has jumpstarted a partnership for accommodation requests for these two media opportunities with the PBG since these are prime opportunities to spotlight all that P-Town

has to offer for the GLBT traveler – from natural beauty to exciting night life.

Additional efforts to place the VNR (“An Art Colony Called Provincetown”) continue, and the agency is also working to support MOTT’s green tourism meeting being held at PAAM in June.

In partnership with the Chamber, PBG and PPPC, the ADT organized a meet and greet opportunity for the “Spirit of Nantucket.” This initiative will provide PTO beach bags containing information from businesses throughout Town to Cruise West passengers who visit Provincetown throughout this month and on September 24, 2007. The Chamber of Commerce will also provide entertainment and refreshments for the June 14, 2007 arrival of the “Spirit of Nantucket.” The PTO, in partnership with the MCC Adams Grant Task Force, has produced a list of events and Provincetown map, which will be provided to all Cruise West passengers prior to their arrival in Provincetown.

Last month, the PTO, Chamber and VSB joined a contingency of Cape and Islands tourism professionals for a lunch with Peter Pantuso, president of the American Bus Association. The Cape Cod Chamber of Commerce Group Tour Committee is sponsoring the “Be Our Guest Program” in Provincetown on Tuesday June 19, 2007 at 11:00 AM (as part of the VSB’s next regular meeting). The Group Tour Committee has extended an invitation to all businesses with customer service and sales staff that interacts with motor coach tours. The committee’s goal is to instill pride and reinforce the importance of providing excellent customer service to this very important segment of the tourism industry. At this meeting, the Committee will present a short service training video and will share industry trends as we embark on the 2007 season.

The “Art In Windows” project will feature an exhibition of artwork from the Provincetown Elementary School students on June 13, 2007 at 2:30PM. Following this exhibition, the artwork will be installed at Logan International Airport later this month.

Marketing efforts are underway to promote the Provincetown Farmers’ Market. Andy Pollock, manager of the market, advised the ADT last week there are eight farmers confirmed, including vendors selling fresh fruit, vegetables, flowers, herbs, baked goods, jams and jellies, pesto, olive oil and vinegar. Miss Richfield 1981 is scheduled to make a special guest appearance at the opening day event. The market is scheduled to operate from 11AM until 4PM on 16 consecutive Saturdays (June 30 through October 13, 2007). Andy will be meeting with the Board of Health and Licensing Board to receive approvals for the Farmers’ Market (including signage to promote the event).

As of May 30, 2007, eight FY2008 grant recipients have not returned executed grant agreements. The PTO sent reminder letters on June 1, 2007 to these grantees. If grant agreements are not executed by June 15, 2007, grant funding may become made available to other grant applicants. Three promotional events scheduled for FY2008 have advised the PTO of date changes. The Women Innkeepers are moving Single Women’s Weekend from May 9-11, 2008 to May 16-19, 2008, which coincides with the Monumental Yard Sale Weekend. Providing a cross-promotional opportunity for both the Women Innkeepers and PBG, this date change was made following feedback from previous attendees who were displeased with the event coinciding with Mother’s Day. In addition, the Swim For Life events are scheduled for September 7-8, 2007 (not September 8-9 as stated in the promotional grant application). Finally, the International Women’s Flag Football Association’s annual P-Town Classic will not be happening this year as a result of the organization not being able to secure a suitable venue in Provincetown. This reduces the amount of FY08 promotional grants from \$102,450 to \$99,450.

MOTION: Move to approve an administrative amendment to the grant agreements for the dates of both Single Women’s Weekend and Swim For Life and Paddler Flotilla as requested by the grant applications.

MOTION: Peter Bez; SECONDED: Laurel Guadazno; Yea: 7; Nay: 0; Abstain: 0

Last week the ADT was contacted by a summer Cape Cod resident who is a member of the U.S. Route 6 Tourist Association regarding this non-profit organization’s interest in installing reciprocal signage in Long Beach, California and Provincetown denoting the origination and termination points of historic Route 6. A variety of marketing opportunities are being explored, including the possibility of combining the two

California destination signs into one, having some other type of destination signage, and a possible tie-in opportunity with the curriculum of the schools in California and Provincetown.

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the May 15, 2007 meeting as submitted.

MOTION: Kathleen Fitzgerald; Seconded: Michael Peregon; Yea: 6; Nay: 0; Abstain: 1 (Laurel Guadazno)

FORMER FIRE HOUSE NO. 2

The selectmen have scheduled a meeting to discuss the use of Former Fire House No. 2 (located on Commercial Street adjacent to the Town Landing near Court Street). Use of the upstairs has not been determined and the ADT recommended the VSB discuss their recommendations at their next meeting to be presented to the Selectmen during the June 25, 2007 public hearing regarding this matter.

WATERFRONT PARK

Patrick Eely, Landscape Architect, presented the cost proposal for the current proposal for improvements to the Waterfront Park.

Members of the VSB discussed the proposal, which would be funded in part by FY2008 municipal projects (approximately \$22,000) as well as \$8,000 from the FY2008 beautification budget.

MOTION: Move to direct the ADT create a marketing plan for a Waterfront Park Improvement Gift Fund to include the sale and promotion of memorial benches, trees or pavers to raise money for the Waterfront Park.

MOTION: Rob Tosner; SECONDED: Peter Bez; Yea: 7; Nay: 0; Abstain: 0

MOTION: Move to present the proposed waterfront improvement plans to the BOS for their review and discussion at the June 25, 2007 BOS meeting.

MOTION: Peter Bez; SECONDED: Rob Tosner; Yea: 7; Nay: 0; Abstain: 0

FY 2008 GOALS

The VSB recommends the following Goals for FY08:

The VSB strongly urges the BOS to adopt an ongoing goal to officially recognize that Tourism is the Town's primary economic engine by applying resources to invest in tourism infrastructure.

Develop a communication plan to between town hall departments that addresses any infrastructure impacts to visitors and residents

Move that the VSB send a letter to the BOS to express their concern regarding the implementation of the sewer improvement project on Shank Painter Road and the impact

The BOS should make the repaving town roads a priority.

The BOS should recognize second homeowners as important "stakeholders" in the Town of Provincetown, from both a tourism perspective and the Town's general economic viability. As such, this group of Provincetown taxpayers should be better represented in the decisions, programs and policies implemented by the Board of Selectmen and Town government.

MOTION: Move to submit the above-referenced goals to the Board of Selectmen for Fiscal Year 2008.

MOTION: Peter Bez; SECONDED: Laurel Guadazno; Yea: 7; Nay: 0; Abstain: 0

Meeting adjourned at 12:30 PM.