

Town of Provincetown
Visitor Services Board
Judge Welsh Hearing Room
Meeting Minutes
Tuesday January 11, 2005

Present: Peter Bez; Lynne Davies, Vice Chairman; Patricia Fitzpatrick, Tourism Director; Ellen Freeman; Steve Melamed, Chairman; Mick Rudd and Barbara Rushmore.

Other Attendees: Candy Collins-Boden, Provincetown Chamber of Commerce Director, Rick Murray and Judy Cicero.

Steve Melamed called the meeting to order at 10:02 AM.

Chairman Melamed expressed heartfelt sympathies for the passing of Tourism Director's Patricia Fitzpatrick's husband and requested a moment of silence in his honor.

Today's Agenda:

1. Approval of 12/21/04 VSB Meeting minutes
2. Old Business
 - a. Marketing Plan Revision
 - b. Holiday Lighting Project
 - c. Grant Selection Guidelines
 - d. Tag Line Committee
 - e. Tourism Director's Report
 - f. Other old business
3. New Business
 - a. Budget Update
 - b. Other new business

Discussion about Tourism Director's report, specifically travel writers. Ellen Freeman requested the Tourism Director submit a copy of the document with information regarding the marketing contracts and their short rate.

Mick Rudd arrived at 10:10 AM.

Motion: Move to approve the VSB meeting minutes from 12/21/04
Move: Ellen Freeman
Second: Peter Bez
Vote: 6-0-0

Discussion about the grant selection guidelines. Each member of the Board offered their comments regarding the proposed grant criteria selection form.

Lynne Davies reported on the tag line committee. The VSB needs to develop a committee to establish guidelines for using the tag line. Ellen Freeman stated the Women's Innkeeper Association does not like the approved tag line ("Provincetown, like nowhere else"). Patricia Fitzpatrick also expressed her opinion that the tag line is non-memorable and not worthy of spending \$200,000 to promote. Chairman Melamed addressed his concern that the tag line be used for the effective "branding" of Provincetown. Mick Rudd confirmed the U.S. Copyright Office is unable to grant a copyright for a slogan, which the VSB tag line is considered.

The Tourism Director's report was revisited. Ellen Freeman requested the Tourism Director elaborate on the Town's advertising commitments, to include how many insertions have been run for each publication contract and the financial impact for the Town should any of the contracts be cancelled. The Tourism Director confirmed the contracts are near the end of the term (FY 2005), but will provide the information

requested by Ellen Freeman to enable her to complete the review of advertising rates. (This information was previously sent by the Tourism Director on December 13, 2004.) Mick Rudd suggested a new agenda item to discuss the interaction between the VSB and the Tourism Office regarding marketing and advertising. Chairman Melamed suggested this matter be tabled until the February meeting, after the grant applications are completed.

The revised budget was discussed after the Board was provided copies of the revised YTD budget reports. Lynne Davies addressed the concerns of the Board and Ellen Freeman confirmed she needs additional financial information from the Tourism Director (FY 2005 funds remaining which can be used by the VSB to promote the 2005 season) in order to move forward. Chairman Melamed tabled this matter until the February meeting.

The Holiday Lighting Project was discussed. Lynne Davies asked about the response from the vendor. The Tourism Director expressed her disappointment with the project. The vendor has agreed to return in the spring and complete the project to our satisfaction. The Tourism Director expects to have an update on the project after the vendor has returned and completed the lighting project. Lynne Davies asked if the lights surrounding the Bas Relief Park would be removed and stored. The Tourism Director confirmed the lights would be removed for storage by the DPW. (The lights were removed last week and have been stored at Town Hall).

Public comments were heard. Rick Murray asked about the amount of marketing funds not yet used being redirected as soon as possible to properly promote Provincetown for the upcoming tourist season. Chairman Melamed confirmed the goal of the VSB is to move forward quickly.

Judy Cicero commented about the tag line, marketing and the grant application process, which Chairman Melamed and Tourism Director Fitzpatrick responded to.

The AIDS Support Group of Cape Cod has requested the VSB to reimburse them for \$2,000 to fund for their advertising despite the fact they did not include any VSB logos in their advertising.

Motion: Move to approve the request for payment of \$2,000 for the grant approved by the VSB on 2/3/04 and approved by the BOS on 3/8/04

Move: Mick Rudd

Second: Ellen Freeman

Vote: 6-0-0

Barbara Rushmore addressed the VSB Tourism Fund request by the VSB in the amount of \$5,000 for approval of benches for the pier, which was denied by the Board of Selectmen last night because the amount exceeded the anticipated expenditures submitted. The Board discussed their concern about funding for town enhancement grants, which should not require a 50 per cent match as required for promotional grants.

Motion: Move that the VSB did vote to provide \$5,000 from the tourism fund which budget does not require a 50 per cent match on Town enhancement grants as opposed to promotional grants

Move: Barbara Rushmore

Second: Stephen Melamed

After discussion, both Barbara Rushmore and Stephen Melamed withdrew their motion.

Motion: Move that the town enhancement grant for request be resubmitted for the BOS and the Tourism Director will complete the cover sheet to show approval for \$5,000*

Move: Lynne Davies

Second: Peter Bez

Vote: 6-0-0

(* The Tourism Director does not agree with this decision.)

The grant application process was discussed by the Board.

Motion: Move that Lynne Davies will draft a letter to be sent to the grant applicants acknowledging receipt of their grant and advising them the VSB will be meeting on February 9th to do the grant selection process, and that they are invited to attend, but they will not be allowed to present their application, and should be prepared to answer any questions from the Board.

Move: Lynne Davies

Second: Barbara Rushmore

Vote: 6-0-0

Discussion among members of the Board regarding the grant application process continued.

The next meeting of the VSB will be Wednesday, February 9th at 9 o'clock to resume the grant application process.

The meeting was adjourned by Chairman Melamed at 12:25 PM.

Minutes submitted by: **Bill Schneider, Tourism Office Assistant**

Stephen Melamed, Chairman

Date