

# TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

MONDAY, MARCH 28, 2005

CAUCUS HALL

Chairman Steve Melamed reconvened the meeting at 10:05 AM noting the following attendees:

VSB members: Peter Bez; Lynne Davies, Vice Chairman; Ellen Freeman; Laurel Guadagno; Steve Melamed, Chairman; Mick Rudd and Barbara Rushmore

VSB members absent:

Other attendees: Candace Collins-Boden, Executive Director, Provincetown Chamber of Commerce; Gabby Hanna, Provincetown International Film Festival

Recorder: Bill Schneider

The following are meeting minutes, in brief.

The Chairman requested the Board devote their attention to the marketing plan for FY06.

Lynne Davies spoke about the spirit of cooperation the Board has adopted in requesting information from the Tourism Director since November. Ms. Davies stated the Board still doesn't have all the information previously requested. There should be a collaborative approach between the Board and the Tourism Office in order to build a comprehensive approach to marketing.

Mick Rudd joined the meeting at 10:12 AM.

The Board expressed a level of frustration regarding the lack of cooperation and responsiveness of the Tourism Director regarding the marketing plan. While recognizing that the Office of Tourism is in a state of transition, 20 percent of the VSB budget still funds the coordination and support budget, which is charged with supporting and working with the VSB to accomplish the Board's mission.

The Board agreed that the Tourism Director needed to be present for any comprehensive discussion on marketing. The marketing discussion was tabled until the next meeting on April 5, 2005.

**MOTION: *Move to approve the minutes of the February 11, 2005 VSB meeting as amended.***

**Motion by: ..... Peter Bez Seconded by: Barbara Rushmore Yea 7 Nay 0**

Ms. Rushmore addressed the grant application for the Library Building Fund and recommended the grant be used for a table and chairs for computers and a printer to be used by visitors who wish to check their email when visiting Provincetown. The Chairman asked Ms. Rushmore to have representatives from the Library provide the Board with a letter confirming the proposed use of the grant funds. Mr. Rudd suggested the computers have a screen saver that displays the message "provided by the Visitor Services Board."

**MOTION: *Move to direct the Library use the grant funds previously approved by the VSB for the purchase of a table, chairs, a printer and computers with email access to be used by visitors. Computers shall have the message "provided by the Visitor Services Board" placed on them.***

**Motion by: ..... Lynne Davies Seconded by: Barbara Rushmore Yea 5 Nay 1 (PB) Abstain 1 (EF)**

Ms. Rushmore asked to discuss the grant application for the Sinking Fund for the Fire House #2. The Chairman advised her this application was tabled until the April 12 meeting.

The recent grant application submitted by the Provincetown Repertory Theater was discussed.

**MOTION: *Move to keep the application on file and contact the applicant should funds become available.***

**Motion by: ..... Ellen Freeman Seconded by: Peter Bez Yea 7 Nay 0**

Discussion ensued regarding the grant application rejection letter. Lynne Davies believes the letter should be encouraging and proactive. In view of the three to one ratio of grant application requests to the amount of money available, grant applicants should not be discouraged from applying for grants in future years. Ms. Davies offered to draft a new letter and forward to Board members prior to the next meeting.

**MOTION: *Move to request Lynne Davies write a new draft for a rejection letter and forward to members of the VSB for their review and comments.***

**Motion by: ..... Ellen Freeman Seconded by: Laurel Guadazno Yea 7 Nay 0**

Ms. Davies cautioned the Board about exchanging discussion through email, which violates the Open Meeting law.

**MOTION: *Move to withdraw the previous motion.***

**Motion by: ..... Ellen Freeman Seconded by: Peter Bez Yea 7 Nay 0**

Discussion regarding the grant application rejection letter continued. The Chairman suggested Vice Chairman Davies send a draft of the letter to the Board members. In the event they have issues with the draft, they should email the Chairman who will forward a final version of the letter to the Tourism Office. After a final approved letter has been received by the Tourism Office, individual letters will be sent to each applicant who was denied a grant for FY 2006.

**MOTION: *Move to request Lynne Davies write a new draft for a rejection letter and forward to members of the VSB for their review.***

**Motion by: ..... Mick Rudd Seconded by: Ellen Freeman Yea 7 Nay 0**

The Chairman presented the recommendation of the Tourism Director to renew the advertisement in Guest Informant. Ellen Freeman stated she would abstain from voting due to the lack of information provided. There were too many discrepancies and questions regarding the ad for the Board to make a cogent decision. Vice Chairman Davies requested that Mr. Schneider contact Guest Informant to learn the absolute "drop-dead" date and clarify the size of the ad. Vice Chairman Davies suggested the Board reconvene once the Tourism Director was available to discuss the marketing plan documents. The Chairman set the date for a special meeting on Tuesday, April 5, 2005 at 9:00 AM to discuss only the marketing plan. If necessary, an additional special meeting will be held to make a decision on the Guest Informant ad prior to the April 5 meeting.

The Chairman asked for discussion regarding the VSB authorization of fund from the marketing budget for a marketing survey. Candace Collins-Boden stated the Chamber of Commerce has no objection if the VSB authorizes \$7,500 in marketing funds for the PBG to conduct a survey; however, she does not believe it would be a worthwhile use of funds for the Chamber to conduct a similar survey since they obtain information from a variety of sources throughout the year. The Chamber would like to approach the VSB for funding to enhance their visitor survey. The Board agreed that this would be valuable and requested that the Chamber submit a proposal to the VSB at the April 12 meeting.

A discussion ensued about the importance of working together and displaying a spirit of cooperation.

Ellen Freeman left the meeting at 11:17 AM.

**MOTION: *Move to not support the combining of Economic Development with the VSB (as is suggested in Article 31 of the Town Warrant).***

**Motion by: ..... Barbara Rushmore Seconded by: Peter Bez Yea 4 Nay 0 (MR) Abstain 1 (LD)**  
Vice Chairman Davies addressed the budget for fireworks and the 4<sup>th</sup> of July parade.

**MOTION: *Move to not support the proposed Article concerning the Fourth of July Fireworks recommended by the Finance Committee.***

**Motion by: ..... Barbara Rushmore Seconded by: Mick Rudd Yea 6 Nay 0**

The Chairman adjourned the meeting at 12:00 Noon.

