

TOWN OF PROVINCETOWN – VISITOR SERVICES BOARD

TUESDAY, MAY 24, 2005

JUDGE WELSH HEARING ROOM

Chairman Lynne Davies convened the meeting at 10:12 AM noting the following attendees:

VSB members: Peter Bez; Lynne Davies, Chairman; Laurel Guadazno; and Barbara Rushmore (Steve Melamed and Mick Rudd arrived after the meeting had convened)

VSB members absent (excused): Ellen Freeman

Other attendees: Keith Bergman, Town Manager; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator

Recorder: Bill Schneider

The following are meeting minutes, in brief.

MOTION: Move that the minutes from the April 26, 2005 VSB meeting be approved as amended.

Motion by: Barbara Rushmore Seconded by: Laurel Guadazno Yea 3 Nay 0 Abstain 1 (PB)

MOTION: Move that the minutes from the May 9, 2005 VSB meeting be approved as amended.

Motion by: Laurel Guadazno Seconded by: Barbara Rushmore Yea 3 Nay 0 Abstain 1 (PB)

MOTION: Move that the minutes from the May 23, 2005 VSB meeting be approved as amended.

Motion by: Barbara Rushmore Seconded by: Peter Bez Yea 4 Nay 0

Chairman Lynne Davies spoke about the recent working session with Board of Selectmen and next steps were addressed. The VSB will meet again with the Board of Selectmen on Monday evening, June 13, 2005.

Steve Melamed arrived at 10:25 AM.

MOTION: Move to form a subcommittee of Laurel Guadazno, Lynne Davies, Peter Bez and invite Michelle Jarusiewicz to attend regarding drafting policies and procedures for writing grants which pertain to the VSB.

Motion by: Peter Bez Seconded by: Laurel Guadazno Yea 5 Nay 0

Chairman Davies gave the Board a budget update and a discussion ensued regarding funds being charged by the Department of Public Works against the VSB municipal projects budget.

MOTION: Move that Lynne Davies investigate how the DPW was charging the VSB municipal budget for expenses related to the amounts designated for specific municipal tasks.

Motion by: Peter Bez Seconded by: Barbara Rushmore Yea 5 Nay 0

Chairman Davies tabled Item 4 (status of discussions between a joint committee of interested parties and the Cape Cod Chamber of Commerce and Michael Patrick Communications regarding tour guide and writer referrals) and Item 5 (Marketing FY2006 update from Tourism Director) until the next meeting of the VSB.

Since neither of the parties were present to discuss Agenda Item 6 (Men's Health Project/ASGCC) and Item 7 (Chris Hamilton – Whale Watch Overview), those matters were not heard and subsequently removed from the Agenda.

The proposed insertion of an advertisement in Boston Magazine's summer guide was discussed. The deadline is Friday, May 27. Chairman Davies asked the Board whether the ad be included in the FY06 marketing plan.

MOTION: Move that up to \$2,000 be set aside for a one-time ad in Boston Magazine's summer guide.

Motion by: Peter Bez Seconded by: Laurel Guadazno Yea 5 Nay 0

Mick Rudd arrived at 11:45 AM.

MOTION: Move that an RFP process be completed for development of a website to further enhance the VSB as recommended by a subcommittee comprised of Steve Melamed, Mick Rudd and Lynne Davies.

Motion by: Peter Bez Seconded by: Laurel Guadazno Yea 6 Nay 0

MOTION: Move to pass on the advertising opportunity presented by the 2005 Pride Guide.

Motion by: Peter Bez Seconded by: Steve Melamed Yea 6 Nay 0

Barbara Rushmore addressed the waterfront beautification goals. Chairman Davies confirmed there were no plans at this time to remove trees from the waterfront park between the MacMillan and Cabral piers.

Discussion ensued regarding Martha Lyons. Chairman Davies advised the Board that voting to exclude a specific firm from not participating in a bid process would not be an advisable step. Michele Jarusiewicz concurred.

MOTION: Move that the VSB not use Martha Lyons in future municipal projects due to her lack of respect, courtesy and professionalism.

Motion by: Steve Melamed Seconded by: Laurel Guadazno Yea 3 Nay 3 (LD, PB, MR)

The Town Clerk delivered the resignation of Ellen Freeman from the VSB, which had just been received and announced that the application for a position on the Board had been received from Kathleen Fitzgerald to represent the Women Innkeepers of Provincetown.

A discussion ensued between the VSB and Town Manager and Acting Assistant Town Manager regarding the resource requirements needed to support the VSB's mission to enhance and promote tourism in Provincetown.

The Chairman adjourned the meeting at 12:35 PM.