

**TOWN OF PROVINCETOWN  
VISITOR SERVICES BOARD**

FRIDAY, NOVEMBER 4, 2005

JUDGE WELSH MEETING ROOM

Chairman Lynne Davies convened the meeting at 10:05 AM noting the following attendees:

- VSB members: Lynne Davies, Chairman, Peter Bez; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregon; Hersh Schwartz [arrived 10:15 AM]

- Absent VSB member Mick Rudd (excused absence)

- Other attendees: Bill Schneider, Administrative Tourism Director; Michelle Jarusiewicz, Acting Assistant Town Manager and Grant Administrator [arrived at 10:23 AM]

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

APPROVAL OF MINUTES

- **MOTION:** Move to approve the minutes of the October 25, 2005 VSB meeting as written.

- **Motion by: Michael Peregon Seconded by: Peter Bez Yea 5 Nay 0**

NEW BUSINESS

- Lynne Davies said that two RFP's had been received. Copies were distributed to each member present. They will be discussed at the next meeting. Ms. Davies said that if the Board did not like the candidates, the RFP can be reissued.

- Lynne Davies said that the meeting about the Community Marketing survey will be held on November 9<sup>th</sup> at FAWC. She said it was unfortunate that the advertisement in the *Banner* did not mention the VSB's involvement in the survey. She thought that the VSB should be given credit since it paid half of the cost.

Ms. Davies said that the VSB had never received a final accounting for the Lopes Square project. She requested that the Bill Schneider contact the DPW to request a final accounting of the expenditures. She said that the double lights have not been installed. Ms. Davies also said that she has heard complaints from numerous residents that the trash barrels have been covered over. Laurel also indicated she had heard complaints for Town folks. This is not only unsightly, but makes it look as if the Town is closed for the winter. [Hersh Schwartz arrived at 10:15 AM]

- **MOTION:** Move to contact the DPW requesting a final accounting of the expenditures for Lopes Square and questioning the status of the double lights at Lopes Square.

- **Motion by: Lynne Davies Seconded by: Peter Bez Yea 6 Nay 0**

- **MOTION:** Move to contact the DPW regarding the covered barrels in Lopes Square stating that they are unsightly and give the impression that the Town is closed for the season.

- **Motion by: Lynne Davies Seconded by: Peter Bez Yea 6 Nay 0**

Ms. Davies said that the expenditure for interim staffing had been approved until October 22<sup>nd</sup>. Since that date has passed and a fulltime Tourism Director has been hired, Michelle Jarusiewicz interim staffing assistance was no longer needed. She has been paid to come to the meetings to advise the VSB and to work with Bill Schneider. The Board can still ask her for advice, as any other committee can do. Bill Schneider agreed that Ms. Jarusiewicz would be invited to

attend the meetings, but would not be required to attend.

**MOTION:** Move to thank Michelle Jarusiewicz for a job well done and let her know that the funding for her position will come to an end effective today.

**Motion by: Lynne Davies Seconded by: Peter Bez Yea 6 Nay 0**

Ms. Jarusiewicz arrived at this time. The chair and other members thanked her for all her hard work. Ms. Jarusiewicz said that she felt very comfortable in turning over the reins to Mr. Schneider.

Lynne Davies said that several years ago funds had been set aside for the beautification of the waterfront. This money was not used at first and then combined with DPW money to improve Lopes Square. Ms. Davies is still concerned about the area between the Chamber of Commerce and Mojos and would like the VSB to oversee some improvements to the site. She envisions an expenditure of about \$30,000. The money could possibly come from leftover Shuttle money or from the proposed carnival. Laurel Guadagno suggested that the members take a stroll along that area. Ms. Davies ask that the members think about the project before the next meeting, so that a proposal could be made to the BOS.

### TOURISM DIRECTOR'S REPORT

Bill Schneider said that the Tour Guide Appreciation Day had been a big success. He included copies of all the written responses he had received in his written report. The tour guides said that the day had been educational as well as enjoyable. One tour guide, George Morgenroth, said that many tourists might want to visit the museums, but would find it difficult to walk to them because many of them are elderly. It was suggested that perhaps some kind of shuttle service could be set up. After a brief discussion Ms. Davies said that it was a very interesting topic, but, in the interest of time, would have to be tabled for now. Mr. Morgenroth also proposed having some of the tour guides meet with the Tourism Director or the Board to show them Provincetown through the tour guides' eyes. Mr. Schneider said that he would get back to Mr. Morgenroth and let him know that the Board liked his ideas. He had also drafted a letter to send out to all those who had helped with the day. Ms. Davies suggested putting an ad in the Banner instead. This would not only publicly thank them, but also let the Town know about the work the VSB is doing to promote bus tours.

**MOTION:** Move to place an ad in the Banner thanking those who helped with Tour Guide Appreciation Day.

**Motion by: Peter Bez Seconded by: Hersh Schwartz Yea 6 Nay 0**

Michael Peregón said he wondered how the VSB could keep track of the number of bus tours that come to Provincetown. Ms. Davies said that the Board has discussed this issue. Most buses stop at the Red Barn in Eastham and they might be asked to keep records of the number. Peter Bez wondered if the parking lot attendants could keep a count. Ms. Davies said it is one of the goals of the Board and the subject should be revisited.

Ms. Davies said in October there was a drop off in the number of people visiting the web site. She said the email newsletter is about to go out. She said there would be an issue in December, a combined January/February issue and then a return to monthly issues.

### TOURISM OFFICE STAFFING UPDATE

Bill Schneider said that they had received ten applications for the Administrative Assistant position. The position is split between the Town Clerk's office and the Tourism office. The interviews will be held on Wednesday. Mr. Schneider said he will have an update at the next meeting.

### TRADE SHOW BOOTH UPDATE

Mr. Schneider said that the representative was not able to come to today's meeting, but will come to the meeting next Tuesday. After the presentation the Board will make its decision.

Mr. Schneider also said that he has ordered the shopping bags. They should arrive in about six weeks.

## PROPOSED GUIDELINES – FY07 GRANT PROGRAM

Ms. Davies said that the basic outline of the application is:

1. What the project is.
2. How it benefits Provincetown
3. The marketing plan
4. The budget

The Board went over the application page by page and made various corrections and additions. The application includes numerical scoring. The Board wanted to make clear that this would be a tool in granting applications, but not the only one. The application must be approved by the BOS before it can be distributed. If the BOS approves it on November 14<sup>th</sup>, it will be put on the web site on the 15<sup>th</sup> and copies will be available in Town Hall. It will be advertised in the following week's *Banner*. Lynne Davies said she will revise the application following the Board's suggestions and email it to the members for review. Michael Peregón thanked Ms. Davies and Mr. Schneider for all their work on the application.

## STOREFRONT INITIATIVE UPDATE

Lynne Davies asked what needed to be done for this project. Hersh Schwartz said that she has many storeowners signed up. Mr. Schneider said that he has contacted the Truro school system, but hasn't had a response. He would like to open it up to the community and all artists. Ms. Davies said she is concerned that the project be done well and represent the Town in a good way. Ms. Guadagno agreed that if it weren't done well, it would be worse than having empty windows. It was suggested that perhaps some artists could get together with kids and work together to produce pictures. Ms. Davies said that there probably wasn't time to do that this year. She said that the Board must have some control over the art that is put up and reserves the right not to display any picture it thinks is inappropriate. Ms. Davies thought that the pictures should be a standard size and do not need to cover the whole window. Ms. Schwartz said that they should focus on the stores that have closed already or are closing soon. The Board wants to publicize the project and put out a press release as soon as possible.

The meeting was adjourned at 12:53 PM.