

**TOWN OF PROVINCETOWN
VISITOR SERVICES BOARD**

TUESDAY, NOVEMBER 8, 2005

JUDGE WELSH MEETING ROOM

Chairman Lynne Davies convened the meeting at 10:02 AM noting the following attendees:

VSB members: Lynne Davies, Chairman; Kathleen Fitzgerald; Michael Peregon; Mick Rudd; Hersh Schwartz

Absent VSB members: Peter Bez; Laurel Guadazno (excused absences)

Other attendees: Bill Schneider, Administrative Tourism Director

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

PROPOSED GUIDELINES – FY07 GRANT PROGRAM

Bill Schneider said that the grant application has to be given to the BOS tomorrow for their review before next Monday's meeting. Lynne Davies said she had tried to incorporate all the Board's suggestions from the last meeting. The Board went over the application and Ms. Davies pointed out the revisions she had made. Mr. Schneider said that it should be emphasized to the applicant that they must write N/A where needed, or their application would appear incomplete. Michael Peregon thought that the scoring system should be changed to go from 0 to 4 instead of 1 to 5. He thought the lowest rating (Unacceptable) should not have any value.

MOTION: Move to change the scoring on the grant application to go from 0 to 4, still using the same terminology (0 = Unacceptable, 1 = below average, 2 = Average, etc.)

Motion by: Michael Peregon Seconded by: Mick Rudd Yea 5 Nay 0

[Kathleen Fitzgerald left at 10:20 AM]

The Board continued to look over the application and made a few revisions.

Bill Schneider said it would be good to get approval from the PBG and the Chamber of Commerce for the new grant application. Mick Rudd said he will speak with the Candace Collins-Boden of the Chamber of Commerce and see if she will express support. Lynne Davies will contact the PBG.

MOTION: Move to adopt the grant application as corrected at our November 8, 2005 meeting for submission to the BOS on November 14th.

Motion by: Mick Rudd Seconded by: Hersh Schwartz Yea 4 Nay 0

Regarding the BOS meeting, Lynne Davies said that it will be important that the BOS see that the VSB supports displaying the Lipton Cup in the library. She will express this at the meeting. Mick Rudd said he would go as a Library Trustee to show support.

TRADE SHOW BOOTH UPDATE

Two representatives from Blazing Signworks came and set up several of their display pieces. The Board was able to see how they were set up, examine the displays and ask questions.

LOPES SQUARE UPDATE

Bill Schneider has spoken with the DPW about the Lopes Square trashcans. They said that the cans had been covered to protect them during the off-season. Mr. Schneider said that more subtle covers could be placed on them, but the DPW would not pay for that expense. The accounting of the Lopes Square project is still being completed. The double lights will be coming soon. Michael Peregon wondered where people are putting their trash. Mr. Schneider said that the DPW does not have funds to perform trash pick-ups during the off-season. Mick Rudd said that perhaps the barrels could be covered with something with the VSB logo or advertising on it. Ms. Davies said that there could just be a cover on the top so that the barrels couldn't be used. Mr. Schneider requested the VSB members inspect the trash barrels and come back with a design concept.

HOLIDAY LIGHTING UPDATE

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Bill Schneider said that the Town Hall custodian had inspected the exterior lights and that there are bulbs to replace the broken ones. The wires still need to be tied down. Long Point Electric and Jackie, the custodian, will work together to do this. Downtown Decorations will pay for the work. Wreaths will also be purchased to decorate Town Hall for the holiday season.

MOTION: Move to authorize the Administrative Tourism Director to arrange to have Flowers by Mary supply wreaths for Town Hall at a cost not to exceed \$250.00 to be paid out of Municipal funds.

Motion by: Lynne Davies Seconded by: Mick Rudd Yea 4 Nay 0

On a related note, Mr. Schneider said that if the snowflakes are sold, the funds will go to the VSB.

FY07 BUDGET REVIEW

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Bill Schneider presented the Five-Year Financial Plan which he and Michelle Jarusiewicz had drafted. Lynne Davies said that the revenue from room rentals may drop, so the VSB might want to have a reserve. Mr. Schneider said that the various Town departments are finalizing their budgets for next year. He said that if municipal funds were cut from the VSB budget, another department would not pay for the services. The VSB needs to decide if it wants to change its priorities in spending. Mr. Schneider said that this would have to be done by next week for FY07, but Ms. Davies said she was thinking more about FY08.

Mr. Schneider said that the room revenue has been about the same for the first two quarters of this year. He should have information about the third quarter by Thanksgiving.

Ms. Davies said that to be safe the budget has been kept flat as the revenue from room rentals may drop. In addition, the VSB might want to have a reserve to maintain the appropriate level of funding for marketing.

Mr. Schneider said that he told the Acting Assistant Town Manager that the VSB would not want to fund the Economic Council. Ms. Davies questioned why one Town Board should be financed by another. She said that the VSB's mission is to promote tourism and they can compliment the work of the Economic Council.

TRADE SHOW BOOTH UPDATE

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After the representatives of Blazing Signworks had disassembled their products and left, the Board discussed their presentation. Bill Schneider said he liked the look of the booth. Ms. Davies said that it was more easily transported than the other company's. Mr. Schneider said that both were small companies, but used standard frames. If they were no longer in business, other companies could supply new graphics. Mr. Schneider said that Chuck Anzalone will need to supply proposals for the graphics for the booth.

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MOTION: Move to select Blazing Signworks as the purveyor for the Trade Show Booth displays for an amount not to exceed \$10,000.00.

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Motion by: Mick Rudd Seconded by: Hersh Schwartz Yea 4 Nay 0

Mr. Schneider will negotiate the exact amount.

Ms. Davies said that the Board will discuss the PR firm RFP's and the Five-Year Plan at the next meeting.

The meeting was adjourned at 12:10 PM.