

**TOWN OF PROVINCETOWN  
VISITOR SERVICES BOARD**

TUESDAY, NOVEMBER 15, 2005

JUDGE WELSH MEETING ROOM

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

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

Absent VSB member: Peter Bez; (excused absence)

Other attendees: Bill Schneider, Administrative Tourism Director; Candace Collins-Boden, Executive Director, Chamber of Commerce

Recorder: Cynthia Curran

The following are meeting minutes, in brief:

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the November 4, 2005 VSB meeting as written.

Motion by: Michael Peregon Seconded by: Hersh Schwartz **Yea 5 Nay 0 Abstain 1 (MR)**

MOTION: Move to approve the minutes of the November 8, 2005 VSB meeting as written.

Motion by: Michael Peregon Seconded by: Hersh Schwartz **Yea 4 Nay 0 Abstain 2 (LG, KF)**

CHAIRMAN'S REPORT

Lynne Davies discussed three gatherings, which needed to be arranged. The first was a meeting to explain the grant guidelines to applicants. She thought that it should be after Thanksgiving. The Board decided to hold the meeting on Thursday, December 1 from 9:00 to 11:00 AM

Ms. Davies also wanted to organize a time to decorate Town Hall. There will already be wreaths and some lights, but additional decorations should also be put up. She hoped that it could be done before Holly Folly. It was decided to hold it in the afternoon on December 1. The PBG and Chamber of Commerce will be asked to email their members to come and help. Bill Schneider will meet with Candace Collins-Boden and Gabby Hanna to form a plan for the decorations. The lights, which were previously affixed to the Town Hall, will be replaced as necessary today by Long Point Electric and Town Hall custodial staff.

MOTION: Move to authorize up to \$200.00 for additional decorations for Town Hall (from the Marketing funds).

Motion by: Michael Peregon Seconded by: Hersh Schwartz **Yea 6 Nay 0**

MOTION: Move to authorize up to \$100.00 for refreshments for the decorating party for Town Hall (from the Marketing funds).

Motion by: Michael Peregon Seconded by: Hersh Schwartz **Yea 6 Nay 0**

Ms. Davies also requested Bill Schneider to arrange a meeting with the Chamber of Commerce, the PBG and other businesses to discuss strategic marketing for Provincetown. She thought that they should hold quarterly meetings. Ms. Collins-Boden thought that twice a year would be better. The Board agreed on twice a year. Ms. Davies said that the

meeting should be held soon, because it might affect the marketing budget.

### REVIEW OF PR FIRM RFP

- Bill Schneider said he had reviewed both RFP's and had some questions he would like to ask of both companies. He went over some of them. Lynne Davies suggested that Mr. Schneider should take the lead on choosing the right firm, since it is his area of expertise. The other Board members agreed. Laurel Guadagno said that the members should be present at the interviews. Mick Rudd said that Mr. Schneider must be comfortable with the firm chosen, but the VSB must help Mr. Schneider with the decision. Ms. Davies said that Mr. Schneider should set up the interviews. The Board members will be present and will discuss the interviews with Mr. Schneider and make a decision. Mr. Schneider will try to arrange the interviews for Tuesday, December 29<sup>th</sup>, beginning at 10:00 AM. Mr. Rudd asked if the PBG and the Chamber of Commerce should be involved. Ms. Davies said that they would be welcome to sit in and listen.

### STAFFING REPORT

- Bill Schneider said that five candidates had been interviewed for the Administrative Assistant position. David Gardner was chosen for the job and the Town Manager approved the appointment. Mr. Schneider said that Mr. Gardner has had previous municipal experience in California.

### WATERFRONT PARK INITIATIVE

- Lynne Davies said that the Waterfront Park renovation should be a separate part of the budget proposal. The VSB could make a presentation to the BOS. Laurel Guadagno said that that would be a stronger way to approach it and that the renovation was well within our mission. On a related subject, she asked about the Historic Walking Tour project. Ms. Davies said that it still needed to be worked on and that a meeting should be held in December. The money has already been provided for by an article at Town Meeting.

### PROPOSED GUIDELINES – FY07 GRANT PROGRAM

- The grant application and guidelines were presented to the BOS on Monday night. Bill Schneider will “wordsmith” the grant application following the suggestions of the BOS. Ms. Davies said that the BOS accepted the application in general but thought that it should be more “user-friendly.” It does not have to go back to the BOS for approval. Mr. Schneider will work on the application and send copies to all the members.

### FY07 BUDGET REVIEW

Lynne Davies said that as part of the budget review process, the VSB should look at its mission and goals. She distributed sheets with the mission statement, and past target markets and goals. Mick Rudd said that in the past the VSB's mission was to promote the shoulder season, but that it has changed to promoting year-round tourism. The Board reviewed the list of markets, modifying some and adding some new markets. The list (not in any particular order) was:

- GLBT
- Eco-tourism
- Interest in Arts (galleries, theatre, museums, etc.)
- Regional
- Families
- Day trippers
- Return business
- Small meetings and conventions
- New Generation
- International
- Second home owners

- Group Tours
- Adjunct to business trip in Boston
- Beach vacationers
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The goals were reviewed. Although some have been accomplished or are in process, most have not been reached.

Lynne Davies reviewed the budgeted amounts as listed in the Five Year Plan. She questioned the amount for beautification. Part of the municipal portion of the budget is marked for “beautification maintenance” (for watering, grass cutting of parks and public areas). Part of the VSB’s money has also been used to fund the Beautification Committee. This money is used for projects such as trees, landscaping, benches and bike racks. Ms. Davies thought that it was perhaps not right that one board should fund another. She also thought that since they are using VSB funds, the VSB should have fiscal oversight over the committee. Ms. Davies said that an alternative use of the money would be for the Waterfront Park renovation. Mick Rudd said that the chairman of the Beautification Committee used to attend VSB meetings. He thought that the Town Meeting should fund the Beautification Committee separately or the Beautification Committee should develop a plan and submit it to the VSB for a grant. Ms. Davies said that this was an issue because other committees would also like to use part of the VSB’s funds. Laurel Guadazno said that in not overseeing the Beautification Committee the VSB is not really meeting its responsibilities. In regards to funding DPW work, Mick Rudd said that tourists put an extraordinary burden on the town, so the DPW should be helped because of this extra burden. In response to a question, Mr. Rudd said that the Beautification Committee did not come out of the VSB, but was a long-standing committee. Ms. Davies said that she has requested details about the Beautification Committee’s spending, but was told that she could not have that information, because it was a separate committee. Ms. Davies said that the Board needs more information about this subject. Mr. Schneider said he would speak to Michelle Jarusiewicz about it. Ms. Davies said that maybe the Board could get information from past members about the history.

Lynne Davies felt that the VSB’s goals and philosophy need to be reflected in the budget. She said that the Board needs to feel very comfortable that what it puts forward matches its mission. Bill Schneider said, regarding the municipal funds paid to the DPW, that the work will not be done if the VSB does not fund it.

The meeting was adjourned at 12:40 PM.