

**TOWN OF PROVINCETOWN
VISITOR SERVICES BOARD**

TUESDAY, NOVEMBER 22, 2005

JUDGE WELSH MEETING ROOM

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

VSB members: Lynne Davies, Chairman; Peter Bez, Vice Chairman; Laurel Guadazno; Hersh Schwartz; Mick Rudd;

Absent VSB member: Kathleen Fitzgerald; Michael Peregon (excused absences)

Other attendees: Bill Schneider, Administrative Director of Tourism

Recorder: David Gardner

The following are meeting minutes, in brief:

APPROVAL OF MINUTES

MOTION: Move to approve the minutes of the November 15, 2005 VSB meeting as written.

Motion by: Hersh Schwartz Seconded by: Laurel Guadazno **Yea** 4 **Nay** 0 **Abstain** 1 (PB)

TOURISM DIRECTOR'S REPORT

Mr. Schneider provided an overview of the Informational Forum conducted yesterday by the Joint Committee on Tourism, Arts and Cultural Development.

The December issue of *Curve Magazine*, featuring a story about Provincetown, was distributed. The story was much more pro-Provincetown than originally proposed.

Mr. Schneider was also recently interviewed by Stephen Desroches from In Newsweekly regarding the decrease in Provincetown tourism and tourism spending.

FY07 BUDGET REVIEW

The VSB discussed the draft Five Year Financial Plan and made the following recommended changes:

Executive Summary: Remove last sentence of first paragraph and last sentence of second paragraph of Executive Summary.

The financial allocation for the Beautification Committee is used for projects such as trees, landscaping, benches at the Beautification Committee's discretion. In the past the, the Beautification allocation was under the VSB budget that was approved by the ATM. Last April the Beautification budget was pulled from the VSB budget presented at the ATM. Such tourism funds are being spent without VSB oversight (which is against the VSB's enabling mission) and allows any unused dollars to return to the general fund, which was not the intent of the ATMs vote to move the VSB's budget to an article to allow funds to roll over year to year. This money is intended for projects which beautify Provincetown for visitors and residents alike. Beautification efforts are also supported by the Municipal Projects Budget category. Peter Bez suggested the VSB remove the Beautification Budget category (2.0% or \$8,500) as a separate category and insert it as a line item within the Municipal Budget category for beautification to insure greater control over how those funds are spent. The Board agreed.

Discussion of Executive Summary and Introduction Inclusions:

Recommend removing paragraph two except for the first sentence, in addition to all of paragraph three and four for the Introduction.

Lynne Davies said that as part of the budget review process, the VSB should look at its mission and goals. The VSB should list big picture items:

- The VSB should continue to define the VSB mission and goals within the summary to further define “who we are.”
- Discuss the VSB’s Goals and the EDC goals and how the VSB envisions VSB and EDC interaction and roles.
- Peter Bez expressed concern regarding condo conversions and the VSB should clarify the concern regarding condo conversions as it effects the conversion of commercial properties to residential.

Bill Schneider reminded the VSB that the budget portion of the plan needs to be submitted to the Town Manager by next Tuesday, November 29, 2005.

Lynne Davies stated that requirements for mini grants and full grants should be the same. Bill Schneider will provide copy of both agreements for the VSB to review.

The VSB discussed its policy regarding disbursement of funds to grant recipients for expenses incurred prior to the event. In the past, some recipients of full grants have received funds in advance for expenses up to 50% of total grant. Chairman Davies is concerned that the policy has not been made official in the past and it was only provided to those grant recipients that knew about it. Whatever the VSB decides on this previous action should be published so all recipients have the information. The VSB will revisit this policy at their next meeting.

Chairman Davies suggested the VSB look at target markets to ensure that each of those markets were addressed in the plan, and Ms. Davies requested Mr. Schneider address Second Homeowners as a target market and the impact they have on tourism and tourism spending both negatively and positively.

The VSB strategic meeting was scheduled for Thursday, December 8, 2005 at 10:00 AM in the Judge Welsh Conference Room. Representatives from the PBG, Chamber of Commerce, Cape Air, Bay State Cruises Company and Boston Harbor Cruises will also be invited to attend.

Should the VSB develop a Cultural Calendar? Chairman Davies expressed her concern about who speaks for the “Arts” community. The VSB recognizes that the “arts” are an important part of our culture and tourism market, but there is not a single entity to work with on promoting the arts. A separate meeting will be scheduled for this discussion.

Municipal: Beautification Maintenance. Town Hall lawn should not be funded from VSB, but should come from the town’s infrastructure paid through the general fund. VSB maintenance funds should be used for parks maintenance that impact visitors and tourism. Mick Rudd suggested Bill Schneider discuss with DPW Deputy Director regarding the appropriateness of funds spent for maintenance within the public areas to ensure a nexus to tourism and to seek an explanation of line items under this section to specify how this money is being spent and which public areas are being maintained. Mr. Schneider will report back to the VSB.

Mick Rudd presented a letter from the Provincetown Public Library Board of Trustees regarding a part-time Custodial Service funding request to consider. The proposal would provide part-time on-call custodial service to the Library in the amount of \$5,304 for FY 2007. The Library maintains public rest rooms used by visitors and shoppers throughout the east end. Many retail tenants refer customers to the Library for use of the public bathrooms. While the Library has a full-time custodian assigned, the level of maintenance required to maintain the restrooms was underestimated and distracts from the overall maintenance of the 15,000 square foot building. This is a one-time request for FY07.

Lynne Davies suggested VSB consider reducing the line item for Beautification Maintenance from the Municipal Category from \$14,560 to \$14,256 to transfer \$304 to fund the Library Trustee’s request, and transfer \$5,000 from the Grants proposed budget to fund the remainder of the Library Trustee’s request. This will leave the Grants budget the same as last year.

MOTION: Move to approve funding for the Grants category of the FY07 budget at \$100,000.

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

MOTION: Move to approve funding for the Coordination Support category of the FY07 Budget at \$75,000.

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

MOTION: Move to approve funding for the Marketing category of the FY07 Budget at \$206,806.

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

MOTION: Move to approve funding for the Municipal (DPW) category of the FY07 Budget at \$47,430 as follows:
DPW

- Additional Barrel Pickups \$9,360 (same parameters as in the past)
- 3rd Barrel Pick-ups \$3,640 (same parameters as in the past)
- Extended Restroom Hours \$6,370 (same parameters as in the past)
- Beautification Maintenance \$14,256 with defined tasks

Beautification \$8,500 (VSB will Beautification Committee input)

Provincetown Public Library \$5,304 (FY07 On-call custodial services) 1 year only

Motion by: Lynne Davies, **Seconded by:** Laurel Guadazno, **Yea 5 Nay 0 Abstain 0**

The meeting was adjourned at 12:10 PM.