

TOWN OF PROVINCETOWN VISITOR SERVICES BOARD

TUESDAY, NOVEMBER 29, 2005

MEETING ROOM A

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

VSB members: Lynne Davies, Chairman; Kathleen Fitzgerald; Laurel Guadazno; Michael Peregón; Mick Rudd ; and Hersch Schwartz

Absent VSB member: Peter Bez, Vice Chairman (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 22, 2005 VSB meeting as amended.

MOTION BY: Laurel Guadazno SECONDED BY: Hersch Schwartz; **Yea 4 Nay 0 Abstain 2** (KF, MP)

TOURISM DIRECTOR'S REPORT

- 1,000th single sex couple interview to occur and a press release will follow
- Holiday decorating party to be held on Thursday, December 1, 2005 at 1:00 PM
- PR meeting on Friday, December 2, 2005, at 10:00am
- Reschedule collaborative marketing meeting scheduled for the 8th to be rescheduled for December 13, 2005 at 10:00 AM.

REVIEW OF GRANT AGREEMENTS

The primary difference between grant agreements for grant awards under \$5,000 and grant awards over \$5,000 is grant awards over \$5,000 require the signature of the Board of Selectmen (BOS). The grant agreements for grant awards over \$5,000 require the submission of Quarterly Activity Reports.

The VSB agreed not to make any changes to the two agreements and will revisit the wording in the agreements next year.

REVIEW OF FY07 GRANT APPLICATION PROCESS

POLICY REGARDING PRE-EVENT DISBURSEMENT OF GRANT FUNDS

There is currently no policy regarding disbursement of funds prior to event occurrence. However, typically, funds have been disbursed prior to the event to reimburse upfront expenses up to 50% of the total grant award.

Creation of a policy would represent a change of practice and therefore require approval of the BOS.

Mick Rudd suggested the issue be discussed fully so the pros and cons can be debated. A goal of the VSB grant process should be to create a predictable environment within the tourist event calendar.

Lynne Davies suggested the issue be resolved as to whether or not the VSB wants to allow pre-event funding. And if so, how does the Town protect itself, and what standards and limitations should be applied?

What is the risk? Without an established policy, pre-event disbursement of grant funds might occur without assurances that the event will go forward as proposed. The Town could be at risk of funding an event that didn't occur without a procedure to recoup the grant funds issued.

In principle, the VSB could support pre-event payment of grant funds for startup expenses if:

- The money is used to cover only advertising expenses prior to event.
- The amount not to exceed 50% of the allowed advertising expenses.

MOTION: Move to approve the VSB establish a policy effective with this vote, to allow pre-event funding of up to 50% of the grant award, for pre-event advertising expenses (as stated in Section C of the application pertaining to media and web advertising only, and not intended to support operational expenses) conditioned on the signing of an agreement which stipulates the repayment of funds should the event not occur, as described in the application.

MOTION BY: Lynne Davies; **SECONDED BY:** Michael Peregon; **Yea 6 Nay 0 Abstain 0.**

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This policy amendment will be included on the agenda to be presented to the BOS the Grant Applications recommended by the VSB for FY07.

The meeting was adjourned at 11:27am.