

DRAFT#2

**Visitor Services Board
Public Hearing
March 27, 2002, 7:00 PM
Caucus Hall**

Members Present: Joan Lenane, Robert Tosner, Michael Van Belle, Patrick Casey, Steve Melamed (7:20 p.m.)

Staff: Tourism Director Patricia Fitzpatrick, Grant Administrator Michelle Jarusiewicz, Town Manager Keith Bergman, Police Chief Ted Meyers, Deputy DPW Director Sandra Turner

Ms. **Lenane** opened the Public Hearing at 7:05 p.m. The Public Hearing is the first step in receiving input on how to spend approximately \$350,000 in additional tourism funds.

The Town Manager gave an explanation of the source of funds, approximately \$350,000, the use of which is the subject of the public hearing. In the past the town spent the tourism funds the year after they were collected. It is proposed that in the future, the town switch to spending the tourism funds the year they are collected. This provides the town an opportunity to allocate an additional \$350,000 in tourism funds. It is proposed that the Town submit a plan to the 2003 Annual Town Meeting for approval.

VS member Barbara Rushmore could not attend the meeting but submitted an e-mail reflecting her thoughts to set-aside a **VS reserve** of \$50,000, \$50,000 for an **Arts Fund**, and a gift to the **Library Building Fund** of \$250,000, any leftover funds could go to municipal grants. Ms. Rushmore had also submitted a packet of municipal project requests **including Memorial Waterfront Park, School Street Picket Fence and Bench, a painted sidewalk on Conwell Street, repaint Standish Street wall, paint a walkway to Monument on High Pole Hill Road, a tree nursery, a windmill, repair the Cemetery Road fence, a basketball court on the beach near the wharf, a gazebo bandstand, and a boardwalk.**

Police Chief Meyers requested funds for additional seasonal needs including **the dancing cop**, a tourist icon; **auxiliary patrol; dispatcher; and mounted patrol.** The mounted patrol is a long-term project. Quincy may donate horses and equipment. The Police Association may match funds. The mounted patrol's intent is to return the police back to the people by making them more approachable and accessible. Mr. Tosner pointed out potential negative image of the use of mounted patrol for riot control.

Hunter O'Hanian requested information about the status of the funding of **Campus Provincetown**, which was not funded under the FY 2003 promotional grants. Ms. Lenane indicated that *Campus Provincetown* was outside the scope of the Public Hearing and the VSB would address after the Public Hearing. Mr. O'Hanian indicated that there is confusion about the direction the tourism fund was taking, that the tourism fund was designed to attract people in the off-season.

Mr. Richard Silva presented two requests from the Airport Commission, including **Airport Landscaping** in front of the terminal and **painting the terminal and garage**. The Airport is a primary access point for many visitors in Provincetown and should be maintained and beautified.

Mr. Gino Verzone of the Provincetown Historic Commission presented their request for **professional historical paint analysis** of the Town Hall, Heritage Museum, and the Library.

Ms. Mary Paranzino of Provincetown Reservation Systems (PRS) presented her request for locating a **Visitor Information Center at PIRS**. Her staff receives many, many calls and walk-ins inquiring about anything and everything in Provincetown. Her staff is overwhelmed and does their best to address this need, even though it is often outside the scope of their business. Several members agreed that there is a need for additional informational services on Commercial Street. Candi indicated that the requested \$15,000 would not be enough funds, the Chamber of Commerce spends \$100,000 on staffing alone. Ms. Lenane pointed out that they should be careful in considering this type of venture. If the VSB is interested, the project would probably need to be put out to bid.

Ms. Eileen Kennedy spoke about the "**Art in Public Places**" proposal submitted by the Cultural Council and described potential projects that might be part of that such as "artists trail" like Boston's Freedom Trail. Ms. Lenane pointed out that the Cultural Council needs to get funds from the Town in order to leverage additional State funds. The Cultural Council's request has been modified to \$3,300. Mr. Tosner and Ms. Lenane thought it was a great idea. Mr. Michael Van Belle thought it could be seed money ultimately becoming a line-item in the town budget. Mr. Patrick Casey agrees, loves the project.

Ms. Fitzpatrick suggested that \$101,000 of the \$351,000 be added to the tourism reserve budget; that no less than \$50,000, no more than \$100,000 be set-aside for local arts organizations; and funds could be used to design and construct historic artist literary walking trail.

Mr. Melamed suggested that a sub-committee be set up to work on funding for the arts community to include representatives from the VSB and the Arts. Mr. O'Hanian suggested that someone represent the Cultural Council, the exhibition side, and the theater.

Mr. Tosner thought it was a great idea to have a reserve fund earmarked for tourism not municipal. He also thought the arts proposal a great idea, but cautioned to consider individual project impacts on business.

Ms. Lou Ann Bowen proposed a **sign shop** with computerized equipment. Between \$2,000 and \$12,000 could equip a professional sign making shop which could also make banners for different events. Mr. Melamed would like to hear from DPW regarding signs.

Chuck Turley recommended that it was time to invest in cultural and art infrastructure. The Pilgrim Monument and Heritage Museum may merge collections. The problem is proper museum storage to hold collections. The Monument's museum's collection space is nearly max'ed out. The Heritage Museum's collection is in dire straits. There is the potential of the old North Truro Air Force Base site. The Seashore has done some basic renovation, probably

Tourism Fund Balance

The Provincetown Visitor Services Board will conduct a public hearing on **Wednesday, March 27, 2002 at 7 p.m.** in the Caucus Hall Room, Provincetown Town Hall, 260 Commercial Street, Provincetown, Massachusetts on the use of the balance in the Tourism Fund for projects which promote, beautify and enhance tourism in Provincetown.

The audited balance in the Tourism Fund is \$351,142, an amount which is available for appropriation-in addition to the amounts appropriated to support annual budgets. But this is a one-time windfall-the cash flow advantage taken during the year when the Town switches from spending Tourism Funds retrospectively to spending them prospectively. Since the Tourism Fund was first implemented in FY 1997, the Town has spent Tourism Fund monies the year after they are collected. The audited balance in the Fund underscores that such revenues can lawfully be spent the same year they are collected, since that is when they are credited to the Fund. The Town Manager has recommended that the VSB undertake a special planning process to consider what use to make of this one-time windfall, and that such plans be brought to the 2003 annual town meeting. Comments thereon may be submitted in writing to the office of the Tourism Director at town hall (508-487-7000) or in person at the hearing.

Under home rule legislation passed for Provincetown, Chapter 178 of the Acts of 1996, the Town commits forty-five percent (45%) of its local room tax proceeds for purposes which "market, beautify, and enhance tourism" in Provincetown. The Visitor Services Board is charged under Article 5 of the April 7, 1997 Special Town Meeting to develop, coordinate and implement a long-term comprehensive plan to enhance tourism year-round" and for making recommendations to the Board of Selectmen for expenditures from the Tourism Fund. On November 13, 2001, the Board of Selectmen voted to approve the five-year financial plan for Tourism Fund expenditures as recommended by the Visitor Services Board, a copy of which is on file in the office of the Tourism Director.

Stephen Melamed
Chairman, Visitor Services Board

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The Provincetown Visitor Services Board will hold a public hearing at 7:00 p.m. on Wednesday, March 27, 2002 in the Judge Welsh Hearing Room, Town Hall, 260 Commercial Street.

AGENDA

To take suggestions for the accounting transition funds of approximately \$350,000 from the public.

Posted by the Assistant Town Clerk, AML Date of posting: 2/12/02 1:30 PM