

FINAL
PROVINCETOWN VISITOR SERVICES BOARD
MEETING MINUTES
JULY 16TH, 2002

Location: Judge Welsh Room – Town Hall

Present: Steve Melamed, Chairman, Rose Basille, Patrick Casey, Rob Tosner, Michael Van Belle

Others Present: Keith Bergman, Town Manager Michelle Jarusiewicz, Grant Administrator, Candice Collins-Bodin representing the Chamber of Commerce, Sarah Peake, representing the Board of Selectmen, other members of the community and press.

Absent: Patricia Fitzpatrick, Tourism Director, Barbara Rushmore (excused)

CALL TO ORDER: 11:00 a.m.

AGENDA

PROPOSED DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT

Steve Melamed, VSB Chair, invited Keith Bergman, Town Manager to address the above topic, pertinent to a memorandum Keith had circulated to various town Boards, including the VSB.

Keith discussed his plan at length, reassuring the VSB that the re-organization was not a raid on the Tourism Fund, nor would it alter the relationship between the VSB and the Tourism Office. He also suggested to the VSB that the reorganization would not alter the relationship between staff and Board assignments, and stressed that the administrative directives of the Tourism office would not be affected within the restructuring.

He also discussed the reporting structure and how the new positions within the structure would function, specifically the newly created proposed position of Community & Economic Development Director, to offset the vacated position of DRM, and the Town Planner (voted on at April 2002 Town Meeting).

He said his main reasons for creating this department were to expand the aegis of the Department of Regulatory Management, as well as to create options for year-round economic growth, and felt this was the appropriate time to do so. He also said that his reasons for factoring the Tourism office into the structure was to maintain better supervision and afford the office greater staff support, under the scrutiny of the proposed department head. He considers this re-organization a “community preservation act” on some level pertinent to year-round economic development. He also said that Tourism staff, work products, and recommendations would continue be subject to VSB policy.

Questions from the Board ensued pertinent to:

- Established goals for economic development not outlined in the memorandum
- What the distinction in grade levels was pertinent to the position its self and if it was a reflection on qualifications versus salary base
- Why such items as the Pier Corporation, Library and School Departments are not incorporated into the structure
- If the flow would change pertinent to the budget the Tourism office presently manages
- If the goals were compatible in maintaining “quality of life” concerns for the town versus “tourism driven” concerns
- What the main function of the new director would be, if the shift in direction also required a different skill set, and how bringing in a degree candidate might be construed as additional beaurecratic procedure
- If the Town would consider investigating how other towns operate under the aegis of DMO’S as established by other tourism markets such as Plymouth, MA and Ft. Lauderdale, FL

The issue of creating a sub-committee to work with the Town Manager and BOS to continue to perpetuate the work of the VSB as it presently coincides with the current Tourism office, and the creation of this department was also brought up, pertinent to the VSB having more input within the current marketing structure. It was suggested that this committee be comprised of a member from the Chamber, Business Guild and VSB.

Discussion also ensued pertinent to the VSB feeling as if they have been trying to create options for economic development that go beyond the regular season, and wanted to ensure that whomever is hired for the position would be would be able to fulfill the task at hand. It was also suggested this position might streamline the function of the department as it pertains to tourism and establishing viable options for year-round economic growth.

Keith responded to all of these questions and issues in a manner that was satisfactory to the Board.

Questions and comments from the public ensued.

Robert Vettrick a business owner and Provincetown resident for 16 years felt that the new position was unnecessary and that he was under the impression based on the presentation pertinent to voting in the position of Town planner during Town Meeting, that the person hired as Town Planner would function in the capacity outlined for the Director of Community and Economic Development.

Hunter O'Hanian, also a long time resident and business person in the community expressed his delight in the creation of the department and the position, and felt it was going to be an asset to the community to have someone overseeing options for continued economic development on a year round basis for the Town.

The Board asked what the time frame for implementation of this position would be. Keith responded that advertisement would proceed after Labor Day. No further questions or comments ensued.

OLD BUSINESS

The issues of the VSB Log and its ownership were discussed. It was noted that the logo is available for municipal use only and that the town does not have exclusive rights to the logo, however, they can utilize it at no additional expense, when necessary.

The next meeting of the VSB is scheduled for Tuesday, August 12th at 11:00 a.m.

Rob Tosner moved to adjourn the meeting. The meeting adjourned at 12:40p.m.

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Respectfully submitted,

Stefanie Sanev
Recording Secretary