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Minutes: Visitor Services Board. February 18, 1999,

1. The meeting was called to order at 11 a.m. Members present: Kay Halle, Joy McNulty, Mike Wright, Steve Melamed, Ron Robin. Absent: Hee Patrick. Excused: Keith Brickel. Also present: Steve Lyons, Keith Bergman and Ken Learned,

2. Keith came to our meeting to present us with a draft of his recommendation to the Board of Selectmen re: the Tourism Fund five year plan, which includes a proposal to hire a full time Tourism Director and a part time grant administrator who will monitor expenditures from the Tourism Fund,

3. Before we got into the budget discussion we talked about articles for Town Meeting, PMAC will present an article to abolish itself. As a result the Visitor Services Board will draft an article to redefine its membership in the absence of a PMAC rep.

4. On the overall proposal by the Town Manager. there was no vote, but consensus was reached, We are in general agreement re: the Job description of the Tourism Director and his/her relationship to the Administration and the VSB, We will work with Keith on writing a job description for hiring purposes (assuming the BOS agree).

5. On the broader question of the Tourism Fund and how we pay for the new positions, we discussed with Keith and Ken reallocating the percentages we used for guidelines this year, With a slight change in the percentages, we can create and pay for the positions. The new guideline percentages that we agreed to propose to the Selectmen will be; 40% marketing (the same): 17%- director/grant writer: 18% municipal projects: 25% special events (the same).

6. In response to questions from Fin Com, Keith is proposing that this year at Town Meeting the Tourism Fund be presented as an operating budget - with the five year projections. We agreed.

7. On the Question of restructuring the VSB:

Joy McNulty moved, seconded by Steve Melamed that the Board stay at 7 members, 4 in favor, I opposed

(Ron)

Joy moved and Steve M seconded: that the Board, in the absence of PMAC membership shall be redefined as follows: 3 members from Tourist Organizations (1 PBG, 1 Chamber, 1 Women Innkeepers) and 4 members- at-large, All in favor.

8. Mike Wright moved and Ron Robin seconded: that Kay call Candy to discuss the problem that the Chamber's representative misses our important winter budget meetings. All in favor.

9. After a report from Kay about the new plan for Calliope Music Festival in the spring; there was a motion by Joy and a second by Steve that they be asked to resubmit a plan to the VSB with a new description and revised budget. All in favor.

10. Joy McNulty moved, Mike Wright seconded that we ask that the FY2000 budget be presented to finCom and to town meeting as an operating budget and will reflect the revised target percentages.

11. We will meet to discuss our more specific budget ideas, and hear from Steve Lyons on Monday February 22 before the Selectmen's meeting,

12. Meeting adjourned,