

**Town of Provincetown
Visitors Services Board
Meeting Minutes from
March 16, 2011 3:00 pm
Tourism Office, 330 Commercial Street**

Members present: Kathleen Fitzgerald – Acting Chair; Hersh Schwartz; Jim Bakker, Mick Rudd

Members absent: Rob Tosner – excused; Mike Peregon-excused, Michelle Haynes-excused

Staff: Bob Sanborn – Tourism Director; Radu D. Luca- Tourism Office Intern; Jackie Kelly is on vacation

Others: David Gardner – Assistant Town Manager, Rick Conley- Mates Leather Weekend, Todd Westrick- Beautification Committee, John Burrows - Bear Week

Meeting was called to order at 3:05 pm by Kathleen Fitzgerald- Acting Chair

Agenda:

1. Public Statements:

Todd Westrick, who has recently joined the Beautification Committee, provided an overview on preliminary plans for beautifying Provincetown.

He focused on several goals.

1) The Beautification Committee made some short-term assessments that include inventorying town spaces, tree trimming and maintenance (some were damaged due to weather conditions) and plans to beautify six traffic islands, which are in a state of change.

2) Preservation of town assets, which are mainly trees. Some are in good shape and others not as good. Measures must be taken to improve their condition (trimming, pruning). The Beautification Committee will try to work closely with David Guertin and the DPW especially in areas surrounding the Town Hall, the Tourism Office, Lopes Square along, Commercial Street, all parking areas and the harbor area. The Beautification Committee is also in touch with Tony Lemme from Buildings and Grounds for coordination and support.

The Beautification Committee has also done an evaluation of the Bas-relief behind Town Hall and started some clean-up work. School Street parking lot is about 90% done, whereas Memorial Park, West Vine and Bradford area have already been done. Rest areas and the playgrounds still need to be done. The main parking lot still needs to be discussed. The BC is assessing how to approach those areas, as well as basic clean-up to start-up the season. Todd Westrick stressed the importance of the coordination with prior agents involved in clean-up, maintenance and development of these areas.

Kathleen Fitzgerald mentioned there have been difficulties in having a relationship with the Beautification Committee in the past years, but the VSB is enthusiastic and willing to cooperate with the BC once there is a budget and a clear vision of priorities.

Bob Sanborn suggested that BC get involved in the subcommittee making recommendations on street/historical markers related to the repaving of Commercial.

John Burrows requested approval for reimbursement under the FY2011 Tourism Grant to the Ptown Bears despite submitting the reimbursement request beyond the 90 day time frame as required. He explained why the request was submitted late.

Motion: Move to reimburse Ptown Bears (Bear Week) for their FY2011 Tourism Grant, despite the late request for reimbursement.

Motion: Mick Rudd

Second: Hersh Schwartz

4-0-0

2. Re-cap of Mates Leather Weekend- Ric Conley

Ric Conley provided a recap of Mates Leather Weekend. A new event was added on Thursday night to start the weekend to four nights. Also, they moved the leather market from

more

happen. Therefore, I would like to mail them to property owners. Postage is approximately \$1,500.

Motion: Move to approve \$2,000 for postage and envelopes to mail the calendar of events to property owners.

Motion: Mick Rudd

Second: Jim Bakker

4-0-0

Move to approve up to \$800 for two bike racks for the Johnson Street and Alden Street parking lots.

Move: Kathleen Fitzgerald

Second: Hersh Schwartz

4-0-0

- **Fam trips:** Marlo Marketing would like to set up another press trip, but we need to establish guidelines for fam trips as we've been having difficulty getting full participation from business owners. Marlo is proposing that I send around the following e-blast to gauge interest. Any input:

Provincetown's VSB is working with our Boston PR agency to promote the town to magazine and newspaper writers as a destination for arts enthusiasts, GLBT travelers (both young and older), nature lovers, foodies, historical buffs, adventure seekers and just about everyone in between. One of the most successful ways to do this is through a targeted press trip, where we host writers for a couple of days while they get to experience the best our town has to offer.

The PR agency would like to plan two press trips – one in late May to coincide with Restaurant Week (May 20-26) that would target local/regional food and travel writers; and another in early June that would target national writers with art/GLBT/nature/history focus. With support from Cape Air and their relationship with JetBlue, we will be able to accommodate travel for writers coming from around the country, which is something we've been restricted by in the past.

What I'm looking for right now is to gauge your interest in hosting these writers – whether it be a room for a couple of nights, a meal at a restaurant or activity passes. While it's always a difficult decision to give up potential revenue, we really see the value of these press trips and hope you do too. Our last press trip in May of 2009 resulted in some very tangible results that we continued to see well into 2010 – *Boston* magazine, *The Boston Globe*, *Yankee* magazine, etc. Again, it's a struggle to give up a room this summer for a story that could potentially come out more than a year from now, but we've been patient in the past and more after than not, it does pay off.

Please take a moment and consider partnering with the VSB on these press trips. Our PR agency has repeatedly delivered great results for the town and we hope to share our success with your business.

Mick Rudd said the VSB never paid for these events (i.e. fam trips), but there is general support from the VSB and the Tourism Director is to send out a blast to the owners to gauge interest in a May press trip.

4 Review of articles for April 2011 Annual and Special Town Meetings:

Motion: Move to recommend Article 12 (Room Occupancy Tax) at the Special Town Meeting.

Move: Mick Rudd

Second: Hersh Schwartz

3-0-1 (KF abstained)

more

Motion: Move to recommend Article 9 (Use of Parking Funds for Capital Improvements) at the Special Town Meeting.

Move: Jim Bakker Second: Hersh Schwartz 4-0-0

Motion: Move to recommend Article 8 (Library Renovations-Extend Air Conditioning to Second Floor) at the Special Town Meeting

Move: Kathleen Fitzgerald Second: Hersh Schwartz 4-0-0

Motion: Move to recommend Article 5.6 (FY2012 Capital Improvements Program- Single Stream Recycling) at the Annual Town Meeting

Move: Mick Rudd Second: Hersh Schwartz 4-0-0

Motion: Move to recommend Article 12 (Expenditures from the Tourism Fund) at the Annual Town Meeting

Move: Kathleen Fitzgerald Second: Mick Rudd 4-0-0

Motion: Move to recommend Article 14 (July 4th Celebration) at the Annual Town Meeting

Move: Hersh Schwartz Second: Jim Bakker 4-0-0

Motion: Move to recommend Article 23 (Freeman Street Building Renovations) at the Annual Town Meeting

Move: Kathleen Fitzgerald Second: Hersh Schwartz 4-0-0

Motion: Move to recommend Article 25 (Zoning By-law Amendment: Article 1- Definitions) at the Annual Town Meeting

Move: Mick Rudd Second: Jim Bakker 3-0-1 (KF abstained)

Motion: Move to recommend Article 37 (Zoning By-law Amendment: Article 4- Special Regulations) at the Annual Town Meeting

Move: Mick Rudd Second: Hersh Schwartz 2-0-2 (KF, JB abstained).

5 Approval of Minutes for 03/02/2011

Motion: Move to approve the minutes from 03/02/2011

Motion: Kathleen Fitzgerald Second: Jim Bakker 4-0-0

6. Old Business: None

7. New Business:

more

- Hersh Schwartz suggested discussing a possible memorial for Steve Melamed at the next VSB meeting.

Move to adjourn:

Motion: Jim Bakker

Second: Kathleen Fitzgerald

4-0-0

Meeting was adjourned at 5:13 pm.

Respectfully submitted,

Radu D. Luca