

**Town of Provincetown
Visitors' Service Board
Meeting Minutes from
June 01, 2011 3:00 pm
Tourism Office 330 Commercial Street**

Members present: Rob Tosner, Chair; Michael Peregou, Vice Chair; Hersh Schwartz; Jim Bakker; Kathleen Fitzgerald; Michelle Haynes; Mick Rudd

Members absent:

**Staff: Bob Sanborn, Tourism Director; Jackie Kelly – Administrative Assistant-
Tourism Office**

Others: David Gardner; Michelle Jarusiewicz; Candy Collins-Boden; Rick Murray

Meeting was called to order at 3:05 pm

1 Public Statements

2 Commercial Street repaving

Michelle Jarusiewicz gave a recap of the Adams Grant as it pertains to repaving Commercial Street, and a discussion followed about the VSB's role relative to \$30,000 that has been earmarked for way-finding, embedded art, street art, benches and trees; and to the Board's commitment to the project, as defined in a previous meeting.

The following, from the minutes of the **March 02, 2009 VSB meeting**, was read into the minutes for reference and clarification:

Motion: it is moved that the VSB will make \$30,000 available from funds allocated for the walking trail to the wayfinding portion of the Commercial Street repaving project grant proposal currently in process, contingent on the approval of the grant and contingent on the VSB's continued involvement in the planning process.

Motion: Mick Rudd

Seconded: Rob Tosner

5-0-0

The Board had questions about whether it should spearhead an effort to determine how the funds should be spent or allocate the reserved funds to another group such as the Historic Commission to determine how the funds should be spent. The Board did not make any decision, but rather decided to remain open to any proposal put before them on how to spend the money. If the money is not spent on way-finding, it would continue to be earmarked for the historic walking tour that was voted at Annual Town Meeting in 2004.

David Gardner reminded all that there will be a public meeting relative to the re-paving project on June 20. David urged anyone interested to attend the meeting.

3. Tourism Director's report

A. Approval of media placements, brochures, trade shows:

- a. The Best Read Guide is normally \$1,680 per ad or almost \$10,000 per year. This year they are offering a special deal for the four (4) remaining issues and will give editorial of events.

Motion: Move to approve \$4,000 for four ½ page ads in the next four issues of Best Read Guide (with November to April at no charge).

Motion: Jim Bakker

Second: Michelle Haynes 7-0-0

B. VSB Administration

- The Cape Cod National Seashore will have a ribbon cutting on June 7th ribbon cutting at 11am for the official reopening of the newly repaved Moors Road.
- The FY 2012 tourism grant recommendations will be presented to the Board of Selectmen on June 13 for their approval.
- The Board of Health will meet on June 16 to deliberate on the question of further limiting outdoor smoking in Town.

Motion: Move for the VSB to write a letter stating that while it supports clarifying existing bylaw regarding smoking, it does not support further restrictions to smoking.

Motion: Michelle Haynes

Second: Jim Bakker

6-1-0

- Bob suggests that the Tourism Office staff, volunteers and perhaps parking lot and rest room attendants wear Tee shirts with the tourism logo so that tourists

more

know who to seek out for information. The VSB requested quotes on pricing for tee shirts before pursuing. David mentioned that the Provincetown Volunteer Corps has a Tourism Ambassador element, and will give the Tourism Office those names.

- Michelle Haynes volunteered to identify for promotional purposes all the free things that one can do in Provincetown eg: walk the jetty; get a permit for a bonfire on the beach; see & use the library; view the Town Hall art collection etc.
- Michelle also suggested the following slogan to be inscribed on the Steve Melamed memorial stone: "Steve Melamed, as unique as the Town he loved."

4. Approval of Minutes: None

5. Old Business: None

6 New Business

- a. The Pilgrim Monument and Provincetown Museum will have an opening and reception on Friday, June 3 from 5 to 7pm.
- b. David Gardner announced that three of the glass enclosures at the four new pay stations are installed, and another is just about to be installed. Signs are about to be installed identifying parking areas around Town. The MPL entrance and exit will be re-organized within the next few weeks, as part of the plan to eliminate unnecessary traffic from Commercial Street.

Meeting was adjourned at 4:32

Respectfully submitted,

Jackie Kelly