

**TOWN OF PROVINCETOWN - BOARD OF SELECTMEN**  
**MEETING MINUTES - SPECIAL**  
**MONDAY, FEBRUARY 13, 2018 5:00 PM**  
**TOWN HALL – JUDGE WELSH ROOM**

Chair Cheryl Andrews convened the open meeting at 5:00 pm noting the following:

Board of Selectmen attending: Chair Cheryl Andrews, Members Robert Anthony, Tom Donegan and Louise Venden

Excused: Vice Chair Erik Yingling

Others in attendance: Town Manager David B. Panagore, Finance Director Josee Young and Board Secretary Elizabeth Paine.

Recorder: Elizabeth Paine

VSF Members: Chair Rick Murray, Vice Chair Lesley Marchessault, Members Susan Avellar, Andrea Sawyer and Regina Cassidy. Tourism Director Anthony Fuccillo

1. Joint Meeting: Visitor Services Board – Votes May Occur

A. Survey

Chair Rick Murray gave a summary update on the progress on the visitor survey. The first step process is sending out the survey to visitors who have been to Provincetown. The second step will be to send it out to potential visitors. The service we have been work with sent the survey to 7 organizations in town; Crown & Anchor, Crowne Point/Brass Key, Women’s Group, Provincetown Chamber, PGB, and PAAM, Pilgrim Monument, who then sent out the survey to their email recipients.

Tourism Director Fuccillo – our goal was to have 1000 responses and in 2 days we have received over 1500 responses in the last 2 days.

CA – I received 2 emails from two different organizations, and I did not see anything about local tourism department. When you get the data back, if you could send this with a little background information, that would be helpful to digest.

RC – From my last year, 45% came from MA, 10% NJ, 10 NY, 8% VT, and 5% other. May and June are already up 6% over the previous year. The shoulder season is already running the way it has in previous years. The advertisement in New Jersey paid off.

LV – I think it is great that you have sent it out, and I hope that MIT will be able to help you transition into the next two surveys.

B. Potential Tourism Fund Articles for Town Meeting from un-appropriated receipts

RM – we were able to finish the grant process quickly this year, and we spent a lot of time at our last meeting, Jan 2, we were able to spend a lot of time to discuss this in details. We would like to establish a policy fund to keep a sum of money in the account in case of a natural event that would allow us to draw against.

CA – this is where I have a bit of confusion, would we have to go to Town Meeting to vote on this?

DP – I think we need to establish a financial policy that keeps an amount of money in the account that cannot be spent.

LM – I think we all agree on keeping an amount set aside.

TF – I just attended a summit in Boston, and the Commonwealth of Massachusetts has established a Tourism Trust, and there was a conversation about having a reserve. This last August we collect the largest amount of room tax revenue since the room tax was established.

SA – I am pretty insistent in having a large “weather fund” whether we need it or not.

RM – with the remaining amount after the reverse is taken out, we wanted add an additional 100K to marketing. We felt that giving 150K towards auditorium chairs was a nice gesture for the Tourism Fund to contribute to the Town.

DP – we had originally thought we could do the chairs for 25K and we have been working on this and found that this is was not adequate, and 150K is more realistic.

CA – was there any discussion to have them rented?

DP – we have looked into this, one it is costly and two our elevators are not designed to accommodate that.

SA – I am wondering where you are coming up with the 200K for the Pilgrim Park. Am I getting the idea, it is not just the idea of making ideas, but alternating or changing?

DP – we are thinking for 2020, we would really like a place that would be a place to draw people in. It would be enhancing the park. The conversation is that it is to connect the park to the sidewalk.

LV – I wasn’t aware that were not of this conversation, there may be a way to shuffle the money around. Let’s find a way to make this work.

DP – I would like to know whether or not improving the park is a good idea. I firmly believe that there needs to be conversation between the idea. So is it a good idea, and you don’t like the fund source, or is it a bad idea and we are not interested in doing this. My concern is that if we don’t put it in the budget this year, we are not going to see this happen.

RM – we will revisit this at our next meeting and make sure that the vote is brought to the town manager.

### C. VSB Seat Composition.

CA – Appendix B discusses the recommendation of changing the composition, and I am not seeing a vote.

TF – the vote was 6-0-0, Ms. Cassidy had to leave the room, but it was an anonymous vote.

RA – we would like the board to be made up of three representative members and four at large positions.

LV – I am confused about the arts position.

LM – right now the various organizations submit recommendations on who they would like to put forth.

CA – I feel this way about all of our Boards and Committees and they should all be broad based. There are two ways to accomplish them, by town meeting, or by appointment. I think ironically, I don’t think the designation of membership, is that it is not broad-based enough. I think at this stage of the game, to change composition. My perspective would be to have all 7 at large.

RA – I think that if we look at the tourism board in regard to promoting tourism, we have PBG, the art and the Chamber of Commerce. The proposal with those three and four at large, I would like to think of their proposal. Just to have an at large board, but you are usually looking at their expertise.

LV – I have really thought long and hard, thinking about it more, we really need at the very least, the PBG and Chamber. I think it is going to be very complicated to decide who is on the arts.

LM – I think that this may be an issue of semantics.

RM – the language can be changed to be more easily read.

TD – I am less interested in how the members get onto the board, but I am interested in their mission when they get to the board. Right now with the board based position, when it comes to deliberation, it becomes more tribal.

RM – we as a board, yes we advocate for our constituents, but we also defer to our colleges to represent the town. I have never seen the Chamber, PBG and Tourism office work together now as we have in years. As a minimum we should have the PBG, Chamber and the Arts represented on the VSB.

Chair Andrews moved to adjourn

Without objection the meeting was adjourned at 6:17 pm

Minutes transcribed by: Elizabeth Paine

Video of the meeting can be viewed at:

<http://view.earthchannel.com/PlayerController.aspx?&PGD=provincetv&eID=1202>