

**TOWN OF PROVINCETOWN – SELECT BOARD  
MEETING MINUTES – JOINT MEETING  
MONDAY, DECEMBER 3, 2018 5:00 PM  
TOWN HALL – JUDGE WELSH ROOM**

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

Select Board attending: Vice Chair Andrews, Select Members Louise Venden, Robert Anthony, and Lise King (arrived at 5:14)

Excused: Chair Donegan

Other attendees: Town Manager David Panagore, Tourism Director Anthony Fuccillo

Visitor Services Board: Chair Rick Murray, Vice Chair Lesley Marchessault, Susan Avellar, Regina Cassidy, Andrea Sawyer, and Jay Gurewitsch

Provincetown Chamber of Commerce: Patrick Patrick and Radu Luca

Provincetown Business Guild: Fred Latasa and Robin Lapidus

Recorder: Linda Fiorella

**1. Joint Meeting with Visitor Services Board and Tourism Department, Provincetown Chamber of Commerce President and Executive Director, and Provincetown Business Guild President and Executive Director: General Discussion on Tourism in Provincetown– Votes May Occur.**

VSB Chair Murray introduced the members of the VSB, and the attendees from the Chamber of Commerce and PBG introduced themselves after which Vice Chair Andrews introduced Tourism Director Anthony Fuccillo.

Vice Chair Andrews went through the packet, describing the reports and memo's contained in each section.

**A. Marketing strategies statement of each organization**

Each organization discussed their marketing strategies. Mr. Patrick introduced Radu Luca. Mr. Patrick stated the mission of the chamber is to promote tourism and the general good of the entire community. He discussed that the Chamber cooperates with other chambers, and is involved with cruise ships and h2b visa legislation lobbying. Mr. Patrick described a history of the Chamber's marketing and tourism innovations such as lighting the Monument and introducing the first shuttle. Mr. Luca noted the success of the recent Holly Folly and that he is looking forward to serving in his new role at the Chamber.

Ms. Lapidus handed out an additional document, a marketing update for the Provincetown Business Guild. Mr. Latasa described the PBG's goals and current platforms. Mr. Latasa discussed expansion of the marketing platform to encourage year round travel to Provincetown.

Select Board Member King arrived at 5:14.

Mr. Latasa described the audience markets the PBG targets based on events and times of the year and marketing tactics for the past year and going forward including press releases and media relations as well as digital advertising.

The Select Board then commented and asked questions. This involved discussion of analyzing data gathered from both organizations, the use of experts and being responsive to current information, he strategies of advertising to people based on their geographical distance from the Town, and the Chamber, PBG and VSB combining resources. Further discussion covered ways the public can make

comments and suggestions including attending VSB meetings, emailing the tourism department at [tourism@provincetown-ma.gov](mailto:tourism@provincetown-ma.gov), and volunteering at the PBG which Ms. Lapidus stated she sees the PBG as a 24 hour concierge for the Town.

Mr. Patrick noted they receive tens of thousands of comments and questions and feels confident in the organizations' ability to provide customer service.

Attendees also discussed how to measure success and variations in tourism over time and depending on season, the varied interests of tourists, and challenges to extending the season such as employee housing. It was noted that public private partnerships could help with some challenges and the potential for using sophisticated market research and government tools to incentivize year round business.

## **B. VSB presents 5 Year Plan**

### **i. General Comments and Elements for follow up**

Mr. Fuccillo described the Five-Year Plan and the budget for FY2020 including room and meals tax revenues and expenses, highlighting the changes in their plan this year.

Mr. Murray noted the Visitors Services Board's desire to keep their rollover money in the VSB budget instead of moving all of it to other departments, such as public works or the airport.

Mr. Fuccillo stated that they have fine-tuned their social media and digital marketing and described their print and radio strategies.

Select Member Venden requested information on specific economic impact over time.

**Move that the Select Board vote to accept the five year plan**

**Motion: Select Member King      Second: Select Member Anthony**

**VOTED**

**In Favor:      5**

**Opposed:**

**Abstain:**

### **ii. November 13, 2018 Progress Report – Questions**

Mr. Fuccillo requested that questions be saved to a later date since the information in the report is new.

### **iii. Town Meeting Articles Approval**

**Move that the Select Board vote to approve the following article for Annual Meeting for 2019.**

***Expenditures from the Tourism Fund.* To see if the Town will vote to transfer from the Tourism Fund the sum of \$750,000 to be expended under the direction of the Board of Selectmen and the Visitor Services Board to fund the following expenditures which market, beautify or enhance tourism in Provincetown pursuant to Chapter 178 of the Acts of 1996:**

- 1. \$140,000 for coordination/support of the Visitor Services Board and the Tourism Department, and costs related thereto;**

2. \$350,000 for marketing, and costs related thereto;
  3. \$50,000 for municipal projects, and costs related thereto;
  4. \$200,000 for tourism grants, and costs related thereto;
  5. \$10,000 for Beautification Committee, and costs related thereto;
- or to take any other action relative thereto.

**Motion: Select Member King**

**Second: Select Member Anthony**

**VOTED**

**In Favor: 5**

**Opposed:**

**Abstain:**

Mr. Murray stated that the \$200,000 spending will be discussed at a VSB meeting on January 3 at 9:30am and that the public can make comments at the beginning of the meeting.

There was further discussion of public comments and the procedure involved related to grants and of shortening the lag time between the grants being voted on by the VSB and coming before the Select Board and also covered conflict of interest and the appearance of conflict of interest.

**C. Execution of Plan – Where are we going and how do we get there? Staffing, supporting services and organizational considerations**

Vice Chair Andrews tabled agenda item C

**D. Provincetown 400 – Events**

**i. Event Planning**

Vice Chair Andrews noted that the Provincetown 400 will have a Press Release on December 10, 2018. The discussion covered the desire for having a cohesive message on the Provincetown 400, upcoming marketing for the Provincetown 400, and if the VSB, Chamber, and PBG would be interested in co-sponsoring events such as those voted on by the Select Board at their June 11, 2018 Regular Meeting and other events not yet brought up such as the 5 weeks that the Pilgrims were in Provincetown's harbor.

Mr. Patrick stated that the Chamber would be interested in participating and that the h-2b visas will effect his ability to participate. Further discussion of the h-2b visa process took place.

**E. Tourism Department Website Contract – Progress Update**

The Select Board and attendees spoke of the website contract and the new website.

Without objection the meeting was adjourned at 7:03 pm

Minutes transcribed by: Linda Fiorella

Visitors Services Board adjourned at 7:03