



**Town of Provincetown  
The Visitor Services Board  
October 30, 2019, 3:00 p.m.  
Town Hall, Judge Welsh Room  
260 Commercial Street, Provincetown, MA**

**The Visitor Services Board:** Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, At Large; Susan Avellar, At Large; Andrea Sawyer, At Large; Rick Murray, At Large; David Wilson, At Large

**Attending** –Jay Gurewitsch, Chair; Regina Cassidy, Vice Chair; David Burbank, At Large; Susan Avellar, At Large; Andrea Sawyer, At Large; Rick Murray, At Large; David Wilson, At Large

**Staff:** Anthony Fuccillo, Director of Tourism; Nina Cantor, Assistant Director of Tourism

## Minutes

### **1. Public Statements**

#### **Robert Sanborn, Executive Director, Provincetown Business Guild (PBG)**

- I am in the middle of completing the PBG applications and the application for First Light will include other holidays such as Halloween and Thanksgiving – a fall/winter boost.
- I also need guidance with my application for grants – this is our 3<sup>rd</sup> pride and we have now cemented the event as evidenced by 150million impressions. We want to take it up a notch - an iconic Saturday night event, the global rainbow and an opportunity for visibility – rainbow crosswalks. There are rainbow crosswalks everywhere but in Ptown. Paint is the preferred option and depending on the cost we can probably come up with the funds.
- RC asked what the reasoning is that the Portuguese festival can't have their marker permanently.SA answered it erodes off with the driving. Markers can't be paint just anywhere due to porous roads. Check with DPW and public safety.

### **2. Review of Five-Year Plan 2021-2025**

- AF – There was a meeting on October 15, 2019 with the Select Board and two VSB members. The Select Board did entertain that they are open to increasing the budget. \$1.2 million was recommended by the VSB but the Select Board was not in favor of such a large increase. The Interim TM and Finance Director were not in favor, the Select Board deferred to them, although they did express support for a larger budget which can be found within the Tourism Fund. AF adjusted the budget with place holders and will create more appendixes to review.
- JG reviewed 14 years of Tourism Fund budgets and stated that 12 years were under budget and twice was over budget by \$1,000 and once by a substantial amount. Currently, there is one month of room tax which shows a 16% increase. The Select Board is eager increase the budget (although not to 1.2 million).
- We can be a bit more aggressive. RM mentioned to push for \$925M. In addition, we are required to spend less than what is coming in so I don't personally know how to rationalize higher in front of the SB and at Town meeting.
- RM – I did justify my conservative number to the Select Board.
- JG – the police and fireworks come out of the fund – not the budget.
- RC – The response was positive to increase the coordination and support – with everything changing and we should keep that number higher.
- AF stated at the end of each fiscal year we always have a balance since funds are committed but not yet paid. AF reviewed coordination and support breakdowns
- RM stated there is a history of not pushing the envelope. Suggested \$5000 to Beautification and moving ahead with the budget of \$915k
- RC – Keep the \$15k for Beautification for 2020. I like the \$915k



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- JG- Part of the reason the VSB was created for beautification.  
RC made a motion to approve the Tourism 5 Year Plan at \$915,000 RM – 2<sup>nd</sup>
- DB stated he agrees with \$15k for but questioned why marketing went up and not grants (remained at \$200,000).
- RM suggested keeping grant funding flat for this year. Since there is a new process we should keep it flat.
- DW - Can money be moved around after approved on town floor? AF - Only in marketing.
- RC stated that she is not comfortable reducing money for coordination and support and the staff is taking on more responsibility. No grant update - keep it flat. Don't cut marketing. I am fine with 915k.
- DB agreed at keeping grants at \$200k.

**Motion to approve the Tourism 5 Year Plan at \$915,000 as written in Appendix B of the Director's Report**

RC: Motion RM: 2<sup>nd</sup> Vote: 7-0-0

**3. Tourism Grant Evaluation Review**

- a. NC reviewed the sample evaluations with the VSB.
- b. Any updates or changes are due to NC on November 4, 2019
- c. Grant review meeting will be on February 13, 2020

**4. Media Placement Creative Work & Activity:**

- **Creative Budget 2019:**
  - 2019 Creative budget was up to \$70,000
  - \$5,272 are unexpended funds

**Recommended motion to roll back unexpended fiscal year 2019 creative funds of \$5,272**

RM: Motion DB: 2<sup>nd</sup> Vote: 7-0-0

- **Provincetown Chamber of Commerce 2019 Cooperative Funds:**
  - FY19 unused and unexpended funds \$1,269.41
  -

**Recommended motion to rollback \$1,269.41 unexpended fiscal year 2019 Provincetown Chamber of Commerce cooperative marketing funds**

RM: Motion AS: 2<sup>nd</sup> Vote: 7-0-0

- **Tote Bags:**
  - Following last year's New York Times Travel Show the VSB recommended updating the tote bag with the new visual identity being used on all materials
  - Received quotes for 2000, 3000 and 4000 pieces
  - Visual artwork plate set-up and design will be \$60.00
  - 2000 bags \$2,800 + 60 = \$2,860
  - 3000 bags \$4,110 + 60 = \$4,170
  - 4000 bags \$5,400 + 60 = \$5,460



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**Recommended motion to approve \$4,170 for \$3,000 Sil Thread Inc.**

JG: Motion                      DB: 2<sup>nd</sup>                      Vote: 7-0-0

**Tourism Administration**

- **Cape Cod Chamber of Commerce**
  - Annual Dues

**Recommended motion to authorize \$295.00 for Cape Cod Chamber of Commerce**

RM: Motion                      RC: 2<sup>nd</sup>                      Vote: 7-0-0

- **U.S Route 6 Tourism Association:**
  - Annual dues
  - 1 year for \$150
  - 2 years for \$250 and save \$50

**Recommended motion to approve \$250 for U.S. Route 6 Tourism Association**

RM: Motion                      SA: 2<sup>nd</sup>                      Vote: 7-0-0

**Special Town Meeting:** December 2, 2019

- **Tourism Website**
  - Licensed businesses are being uploaded and Bellweather will gather information from Google for content
  - 2020 calendar is being uploaded
  - Bellweather conducting user survey to receive feedback by end users
  - Bellweather conducting study interviews with stakeholders to receive useful application feedback
  - The final virtual stakeholder meeting - Monday October 21, 2019 at 9:30 AM to provide feedback from local businesses and organizations to Bellweather and the committee
  - The final stakeholder feedback will be considered and allow two weeks prior to
- **Review FY 2019 Carryforward and update**
  - Finance Department provided the following status of each Tourism account balance at the end of FY 2019
  - Carryforward funds are the remaining funds in each account when the fiscal year comes to a close
  - The carryforward funds are previously authorized by the VSB and committed yet not expended
  - The status of carryforward was reviewed with the Director of Finance
- **VSB Meeting Schedule**
  - Dates were scheduled for November, December and January including February 13, 2020 for grant review



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- **Rainbow Crosswalks**

**RM moves to recommend that the staff communicate to department heads that the VSB recommends the crosswalks be painted pride colors for a time determined working in conjunction with the Executive Director of the PBG.**

**RM: Motion**

**RC: 2<sup>nd</sup>**

**Vote: 7-0-0**

**5. Board Statements**

- SA – Ask if everyone has seen the new Provincetown signs. AF asked that the Chamber send over a high res image for the Tourism Website. SA - And kudos to Bob Sanborn for holiday promoting
- DW asked how do you get an excused absence. JG – email Tony and Jay
- RM – There are new women Board members on the PBG.

**Motion to adjourn at 5:37**

**Motion: RC**

**Second: AS**

**Motion Approved 7-0-0**

Respectfully submitted,

Nina Cantor  
Assistant Director of Tourism