

TOWN OF PROVINCETOWN - BOARD OF SELECTMEN
MEETING MINUTES – REGULAR MEETING
TUESDAY, OCTOBER 23, 2017 6:00 PM
TOWN HALL – JUDGE WELSH ROOM

Chair Cheryl Andrews convened the open meeting at 6:00 pm noting the following:

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

Excused:

Other attendees: Assistant Town Manager David Gardner and Board Secretary Elizabeth Paine

Recorder: Elizabeth Paine

Consent Agenda – Approval without objection required for the following items:

- A. Treasurer’s Transfer to pay invoices submitted by Flying Plumbers in the amount of \$350 from the Town Hall Fountain Gift Fund for the repair and maintenance of the fountain.*
- B. Proclamation – in celebration of Provincetown Council on Aging observance of the Senior of the Year proclaiming Thursday, November 2, 2017 as Beata Cook and Marian Goveia Day.*
- C. Consideration of the Public Safety Answering Point and Regional Emergency Communication Center Support & Incentive Grant FY18*
- D. Consideration of the State 911 Department Training Grant and EMD/Regulatory Compliance Grant Application FY18*
- E. Approve the appointment of Marianne Clements to the Zoning Board of Appeals from alternate to regular member with a term to expire on December 31, 2018*
- F. Approve the appointment of Ryan Campbell to the Planning Board from a regular member to an alternate with a term to expire on December 31, 2018*
- G. Approve the appointment of David Abramson to the Planning Board from alternate to regular member with a term to expire on December 31, 2019*

Without objection Chair Andrews waived the reading of the consent agenda and without objection it was approved unanimously by the Board of Selectmen

1. Public Hearings:

2. Public Statements:

- **Raphael Richter – 191 Commercial Street** – Wanted to congratulate Selectmen Yingling and Donegan that we are now able to use local accounts. Wanted to come and speak about the agenda item addressing the VSB vote, we have a committee process in Provincetown, and while I don’t have strong feelings about the logo either way. To vote and revoke the logo, undermine the process. I say let the firm play out, I think you have done a good job looking at the bigger picture. I strongly vote not to vote on this agenda item and let the process play out.

3. Selectmen’s Statements:

- **Louise Venden** – We wrapped up a great summer this year. In addition to Raph’s comment, we have spent a great deal of time, on VSB matters, in my opinion it isn’t really important in the overall prospective. Between the J1 visa and H2B Visa, that is a much more serious threat than anything we have gone over in our 10-year process. It is much more important than the logo and tag line. I am really hoping that we will continue to focus on the bigger issues; land issues, middle income homeownership, Local Comprehensive Plan, and improve the information we provide to people. I believe the committee’s process need to be respected.

- **Robert Anthony** – none at this time.

- **Erik Yingling** – Thanking all the people that came for Fantasia week. Would like to speak to staff about the update on HDC meeting minutes. I am very pleased with the transition banking with TD Bank, about 6 years ago I came up with the idea of investing with local banks. We are now banking local with both Cape Cod Five and Seamen Bank. Want to congratulate Josee and all the staff for making that happens. **Move the Board of Selectmen request an update on the HDC minutes and all other Town Board’s minutes.**

Selectmen Anthony seconded the motion.

5/0/0

Selectmen Venden – When I was on the Finance Committee, it took up to 6 months to get minutes, I recommend looking into hiring a transcribing company.

- **Tom Donegan** – I would like to make a motion that the Board of Selectmen instruct town staff to investigate transcribing software.

Vice Chair Yingling seconded the motion.

5/0/0

I went to park in the NPL on Saturday and it was virtually full. They have a big problem that we close the restroom too early in the shoulder season. They had a pretty full parking lot and the bathrooms closed at 5 pm on Saturday.

MOVE the Board of Selectmen direct the Town Staff to investigate extending the bathroom hours in the shoulder season.

Vice Chair Yingling seconded the motion.

5/0/0

I completely respect the Red Thread, I have managed multimillion dollar operating budgeting, it is good marketing. We have a very good marketing firm.

- **Cheryl Andrews** –We are not having a public hearing tonight, we do not read letter’s, but we will attach them to the minutes. Having the right to do something does not mean you should. Doing something as a team has better results. We are the appointing the authority for many of these volunteers, “the buck stops here”. Whether you see it as interfering or doing our jobs, it depends on your point of view.

4. Joint meeting/Presentations:

A. Joint Meeting with the Provincetown Housing Authority

i. Appoint Housing Authority member

Chair Elaine Anderson, Vice Chair Jennifer Germack and Nancy Jacobsen present at the meeting along with Keith A. Hunt, who will be interviewing for the vacant position.

Selectmen Donegan moved that pursuant to MGL Chapter 41, Section 11, the Board of Selectmen, in conjunction with the remaining members of the Housing Authority, vote to

appoint Keith A Hunt as a member of the Provincetown Housing Authority with a term to expire on May 2, 2018.

Roll Call Vote:

Tom Donegan: Yes
Erik Yingling: Yes
Cheryl Andrews: Yes
Louise Venden: Yes
Robert Anthony: Yes
Jennifer Germack: Yes
Elaine Anderson: Yes
Nancy Jacobsen: Yes

ii. Discuss Governors Appointed member

Nancy Jacobsen appointed by Gov. Paul C. She has been trying to retire from the Board for years. Ms. Jacobsen stated she has contacted Senator Cyr's office, and they are going to be pursuing. We have an applicant who has applied and submitted everything to the Governor's office. Chair Andrews wanted to express her support.

B. Presentation by the Cape Cod Fisherman Alliance – Atlantic Herring Localized Depletion Alternative

Doreen Leggett with Cape Cod Fisherman Alliance, the Herring that the ocean trawlers collect or are trying to collect are Ocean Herring, the trawlers collect hundreds of River Herring and are dumped over dead. We think this is the most offshore issue we can support. This will go before Council in December to try and establish a buffer zone. It is really important that all the Towns of the Cape support so they know this is a community issue.

TD – what is the process for this to get implemented?

DL – this issue has been brought before the council, and they may or not open this up to public comment. We are not advocating a specific buffer zone.

EY – What is the area of the buffer zone? Is this causing a problem across the whole ego system?

DL – yes. Herring is at the bottom and when they are depleted they effect the ecosystem.

Vice Chair Yingling moved that the Board of Selectmen vote to direct the Town Manager to send a comment letter to New England Fisheries Management Council and offer support for a year-round buffer zone around Cape Cod.

Selectmen Venden seconded the motion.

VOTED

In Favor: 5
Opposed: 0
Abstain: 0

5. Appointments:

Selectmen Venden Move that the Board of Selectmen take 5B first.
Selectmen Anthony Seconded

VOTED

In Favor: 3
Opposed: 2
Abstain: 0

A. **Visitor Services Board – At Large – Interviews: Robert Compton, Lise Balk King & Andrea M. Sawyer**

Lise Balk King – I take the consideration very seriously. I have been working in some aspect of marketing and media relations since I graduated from college. I work using media as a tool to do social good. In Provincetown my family has owned businesses since I was born. I grew up in retail and arts and I have been here a long time, as far as putting myself forward to serve on the Board, I have had so much experience in advertisement and marketing that I don't want to overstate myself. I take it very seriously. I live in Provincetown and there are so few of us who live here year round and I feel we need to stick together. I have very strong ideas, I believe in responsible growth. We have measured growth. My specialty that I work in right now is film and television. Provincetown is a very high profile place. I have worked for businesses in town, at this time, my career of choice is documentary film making, so my two big contracts are out of HBO and a product company out of Brooklyn.

LV – what do you have particularly to offer?

TD – I want to thank you. When you applied to the Seashore, I was disappointed that we were not able to appointment to a full member. I am really pleased that you are here.

CA – Thank you so much, I had questions I planned on asking and you answered them all. What is the funding source that you get for what you do? Do you feel that you have any conflict of interest?

LK – I do not feel there is a conflict. Currently all of my contracts are out of New York.

Andrea Sawyer was not present.

Robert Compton - I am now retired and my focus in town has been the nonprofits in town. One of the things we have discovered that they are struggling financially. We are trying to make a community box office to have a synergy of having them all together. My background, I was the chief dental officer of Delta Dental, we grew the company. I had two line items to work with; 50,000 for philanthropy which we grew into a 20 million a year grant and a 75000 for research which is now 7 million a year budget. I know there are people on the VSB who represent the businesses but I wanted to represent the nonprofits.

EY – what do you think about the overall strategy that we have done over the past 5 years? How do you propose we give our visitors what they want?

RC - Most of what I have been following is this new marketing logo. The film festival brings a lot of people into town. The Cinema and Theater are talking about closing down because they are struggling to stay open. How do we as nonprofits become more a part of the process? And the nonprofits are vital to this town.

LV – thank you for applying. The VSB has a relatively a small budget, had you a chance to look at it and have you thought how funds could be demoted. I think what the film society and theater need to do is to learn the whole process.

TD – you had mentioned you had followed some of the marketing things. Did you have an opinion about that? I am also interested in the nonprofit organizations. I think it is often overlooked. I am worried about the ability to be broad. Do you come with a mission for the nonprofit?

RC – I fully understand my responsibility is to that Board. If I serve on a Board then that is my responsibly.

Selectmen Donegan moved that the Board of Selectmen vote to appoint Lise Balk King as an at large member to the Visitor Services Board effective October 23, 2017 and expiring on June 30, 2019. Vice Chair Yingling seconded the motion

LV – I was hoping we would put this off until we give Andrea a chance to interview.

RA – I would like to hear what Andrea has to say to.

EY – Over the last few years we have given the applicants who show up, we had two qualify applicants who took the time to be interviewed. It doesn't jive to give someone who hasn't show up a chance to be interviewed.

CA – the bottom line is I would love to see the person show up, and as a curtsy I would like to extend the vote.

Motion withdrawn.

RA – We don't know if this was a compelling reason Ms. Sawyer did not show up. I feel with all the letters of support that were sent in she may have had a reason and I would like to give an opportunity to interview.

B. Airport Commission –Regular – Interview: James A. Keefe, Jr.

Mr. Keefe - I have been involved for 15 years in aviation.

Vice Chair Yingling that the Board of Selectmen vote to appoint James A. Keefe, Jr. as a regular member to the Airport Commission effective October 23, 2017 and expiring on December 31, 2018. Selectmen Venden seconded

VOTED

In Favor:	5
Opposed:	0
Abstain:	0

6. Requests:

A. Police Chief Quarterly Report

Police Chief Golden presents the 3rd quarter Police Report. We have are having a very busy October. The data shows the same historic trend over the last three years.

RA – I read your correspondence to Carrie retiring, do you have a date? And have you already appointed a replacement?

JG – The retiree has indicated next May. We have a new liaison, to bring them up to speed by the time that Carrie retires.

TD – One of the things I noticed was a little less street presents. I see fewer officers walking Commercial Street.

JG – I have two new police officers in training, I also have an injury, I also had season staff logistical problem, and we were down 7 officers. Overall most days there were less officers walking in August and September.

LV – I have gotten comments for 2 or 3 people that are barkers at restaurants and they noticed a lot more people carrying the red cups of alcohol.

JG – The data is showing us that these are not the people who are doing this is people who rent and are “pre-gaming”.

RA – you are going to be sending an officer to Puerto Rico on November 1st and I want to commend you for thinking outside the box. I think the officer you are sending is going to be a great representative for Provincetown.

JG – the credit goes to the employee. He is new to the community, he has two children in the middle school and the island is still 80% without power.

CA – Last year we had a lot of comments about street performers.

JG – last year the majority of the complaints were about one performer, she did not return this year.

B. Discussion of the proposed Year Round Market Rate Rental Housing Trust Memorandum of Understanding with the Board of Selectmen

Selectmen Donegan, this is the first time I have seen this, and I need time to process this.

Selectmen Venden, I am in support of Tom.

Vice Chair Yingling, I would take out January and add in add quarterly. There are a number of edits that need to be shelved.

Selectmen Anthony -

No Motion was made.

C. Discussion of the Visitor Services Board’s marketing campaign, proposed logo and upcoming review of the Tourism Fund 5-Year Financial Plan.

Selectmen Donegan – my concern the testing of this logo, I think it speaks strongly to me, but I worry and I have heard genuine people express inclusionary. When you couple the tag line “you belong here” it becomes inclusionary. I cannot tell people how to feel. And what is happening here is it takes what should be a uniting factor and makes it decisiveness. I am worried of the damage to the reputation to the Town body. In the midst of all of this there was the posting “How straights are ruining Provincetown”. I think they will figure this out on their own, my sense this will sort itself out. But having the black on of the phone, it takes over my phone. I see a giant gay goes to funeral logo. I think it would be prudent to post pone the implementation of this. I fear this is causing too much divisiveness.

Selectmen Anthony – I think this whole issue is not about the logo or marketing, we appointment people to serve on the Visitor Service Board, and what we are doing is giving them authority to do the best they can do for the town in regards to marketing and logos. I know they have talked about this and take votes on this. And for us to undermine this process, I don’t think it is correct. It only last for a little while, and if it doesn’t work, you try something else. I don’t think it is correct to take the power away from the committee.

Selectmen Venden – I have sat in on your meetings. My understanding is that you have done research and some metrics on what kind of response this has been getting. In the past we never had enough knowledge on why we are placing our media here and there and some of the tools on how to reach your market audience. My understanding is that Nadine Lactose and Red Thread have the tools. This whole process has been so laborious and delayed that you have been in delayed in some of the marketing you had wanted to do. It was the Board of Selectmen who removed the previous marketing firm. It is not just I have respect for the committee and firm of the work that has been done; I have confidence that this marketing firm is going to follow up with this campaign.

Vice Chair Yingling – I really appreciate all the time and work that the Red Thread has put in. For me it is the logo, I really have concerns about it. I do not support the logo. As the appointing authority, I think we should have given more input. The previous logo was more inclusionary for me. The current website does not have the artist feel to it. I think part of my job is when something isn’t working, say it. Absolutely Provincetown is a gay tourism destination, but it is so many other things. At the end of the day, I don’t afford taking a fore to another committee but I do feel we should go back to the drawing board with a better logo.

Chair Andrews – 20 years ago when the VSB was created at town meeting, it was created as an autonomous board and at the last minutes, the moderator amended it to be under the direction of the Board of Selectmen. Marketing is not going to be stopped until a new logo is going to be created, ads can still run with the old logo. I presented this based on listening to members on the VSB Board. I am not looking for perfection, but I am looking for something that is more unify, I would support staying with the old logo and until something is more universally embraced can be brought forth. It is represented officially the municipally the Town of Provincetown. This one did not give us the home run we wanted and was very divisive instead.

Selectmen Donegan – one of the things that struck me about the logo process. I think we somewhat dropped the ball on it as the Board of Selectmen. One of things that worry me was the way it was market tested. The day after the VSB vote it took me an hour and half to get out of the grocery store, 100% VSB. It was emotional, it was raw and it was hurt. One of the things that Nadine proposed and her qualifications said she

can do was multi variant testing, putting out a graphic element and test to see which one does better on the website. One of things that might be interesting would to ask the VSB over the course of the next couple three weeks to do some market research on our website, to check to see how it does, to validate what it does and a little bit of market follow up. I would support suspending it as the official logo, ask the VSB to conduct additional information to know what we are communicating. And then come back in a joint meeting. Use the logos in rotation and suspend the use of the new one.

TD - Move the Board of Selectmen vote to direct the town Manager to instruct town staff to suspend the of the new logo and use the former logo and to immediately begin a market research program to determine marketing effectiveness and schedule a joint meeting of the Board of Selectmen and Visitor Services Board immediately once results of research are available
RA seconded the motion

RA – While I don’t have an opinion on the logo, I do not particular like the logo, but I respect the process.

TD – with the marketing research we can support our committees better.

LV – what the implication would be if we would vote for this, have the ads already been in place, what type of feedback are you tracking, what are our new markets?

Nadine L – the new logo has already been placed. There are billboards that are going up as well this logo is a development logo. There will be different colorations. What we were asking people, is not whether they liked two different logos, but if they like different fonts. We have plans to do more market management. I think the more we test it with visitors. The website is in redevelopment. In terms of testing, it is not robust to do a AB testing. We could do it on Facebook. I do have some concerns that we would have to redesign some of the things that are ready to go forward. Some things have been printed and it is already out there. If we are to redesign and do new, it takes months to do.

TD – the research idea is possible.

CA – going back and watching what the individual member of the VSB said, I did not see an overwhelming support for the members. It is almost like you have a bowling ball going down the alley. The idea of suspending the logo and using the old logo until we can meet with the VSB until it can be voted on, I am agreeing in.

LV – at least 30% of our time has been spent on the VSB logo. I am very sorry about the direction is being taken.

RA – I am going to vote no.

VOTED

In Favor: 3
Opposed: 2(lv&ra)
Abstain: 0

D. Preliminary discussion of concerns regarding land use policies and regulations; site redevelopment and/or change of use.

TD – I feel the whole process is confusing. Even when notifying abutters, the stack of mail is confusing.

LV – We need to create a better process for the applicant.

CA – my perspective is that the town typically if favoring one over the other, is favoring the applicant. What is happening at the staffing level? From the neighbor perspective, that is a whole other thing. Did any of the neighbors' approach staff and how did they get treated? Are you looking for regulator change or how to share the information better?

TD – for me, it is a little bit of both.

RA – I think for a novice going downstairs, to not to have conversation with that person, I hope they are not just giving it to them and they are on their own. To get back to staff, are we doing that?

DG – every development proposal that goes through the door is handed off to a development committee. Every development proposal is different and they are all treated to the same process.

TD –

LV – I think despite the process is written in bylaws, I don't know how we communicate this to people. There needs to be a general information meeting and not at the planning board that gives the public an overarching information session.

DG – in the entire agenda posting, there are links to all the plans for that hearing.

TD – the part that we miss, is what this means to the abutter. Nantucket has a committee of the Chairs meeting to listen to the redevelopment. Maybe that is to have a redevelopment open to the public.

DG – the process of having the staff speaking to the applicant is to talk to them prior to the plans being submitted. The application is submitted to the clerk's office. The process is to speak to the applicant and explain what the regulator boards might be looking for.

LV – I think to give the public a general scope of what the process of what is going to happen.

TD – I think having a public hearing or a round table, to say what is coming, what the consequences are going to and changes.

DG – and you are only talking about large developments for this?

TD – yes. Over the last few years that real estate market has increased 20% and we are seeing underutilized sites being redeveloped more and more.

7. Town Manager / Assistant Town Manager:

A. Town Manager's Report – Administrative Updates.

Assistant Town Manager David Gardner presented the Town Manager's Report.

LV – could you speak to someone about the food kitchen location? What is the LCP update?

DG – I think the LCP was scheduled on the 13th of November. The Town Planner did resign and that might put a wrench in things.

8. Minutes: Approve minutes of previous meetings.

Vice Chair Yingling moved that the Board of Selectmen approve the minutes of: October 11, 2017 5:00 pm (Special), and October 16, 2017 3:00 pm (Regular) with changes so noted;

Selectman Anthony seconded the motion.

VOTED

In Favor: 5
Opposed: 0
Abstain: 0

9. Closing Statements/Administrative Updates:

- **Robert Anthony –**
- **Tom Donegan –**
- **Louise Venden –**
- **Erik Yingling –**
- **Cheryl Andrews –**

Discussion The Board of Selectmen will vote to go into Executive Session pursuant to MGL c30A, Section 21(a), Clauses 2 for the purposes of:

Clause 2: to conduct contract negotiations with non-union personnel; Police Chief Contract Negotiations

Motion: Cheryl Andrews

Seconded: Erik Yingling

Roll Call Vote:

Tom Donegan: Yes

Erik Yingling: Yes

Cheryl Andrews: Yes

Louise Venden: Yes

Robert Anthony: Yes

The Board of Selectmen went into executive session at 9:31 pm.

Without objection the meeting was adjourned at 9:44 pm

Minutes transcribed by: Elizabeth Paine

To the Board of selectman to be read at BOS meeting 10/23/2017

To the Board of Selectmen,

I am writing in regards to the discussion and possible vote on the VSB's marketing campaign and logo as stated in the agenda.

I have been watching the developments that have brought you to this point of discussion. Here is my understanding. The BOS appoints the members of the VSB. The VSB is tasked with marketing the town. A committee is set to hire a marketing company. Together, they develop a strategy to market the town to the stated wishes of the town leadership.

A logo and marketing campaign was developed. It was approved by a vote of the VSB. And now we have a problem. Some residents didn't like it. I wonder if they watched the presentation and therefore understand the goal of this campaign. Some BOS members didn't like the process.

There was a vote for a public hearing. I was at that hearing and I did not hear an outcry from the public against the logo. The outcry I heard was about the process which, as stated above, followed procedure. Perhaps I do not understand who actually makes decisions for the town in these matters. Should we have had a town meeting to vote on a logo? Is a logo aimed at the resident or the tourist? Is the BOS angry that they didn't have a say? If the VSB is tasked with making these decisions, why is the BOS now thinking of taking a vote on it? I would hope that the BOS would use their leadership to calm the waters. Let it be.

I like this logo. It has energy. It is eye catching. Its colors can be changed to fit any marketing campaign. It speaks to our physical location (arm of Cape Cod), it speaks to our overriding identity of being an art community (brush strokes) and it speaks to our loving claim of being inclusive (spectrum of colors). I have read over and over on Facebook, of all places, that the colors are exclusive. How is that possible? Who are we leaving out? Some read the colors as the gay flag. Some read the colors as the color spectrum. Either way, how is it leaving anyone out? If we highlight one fundamental aspect of our town, how is that excluding any other?

Here is what I believe. Provincetown indeed, has a gay population. That population has brought with it an energy, edginess, creativity and openness that is very attractive to witness and to be

immersed in, be you gay or straight. If we lose that, we should change our name to Chatham... or Mashpee. This is not a slight on these towns but recognition that this gay culture is one of the unique and desirable aspects of Provincetown that we all love. Why would we deny, or try to hide, that? Why would we want to attract people who don't appreciate this culture?

We have hired professionals. We hired them because we respect their work. They are not guessing. They have statistics. They have done this before. How about we listen and learn from them. How about we give this logo a try. How about we measure the results and go from there. As evidenced at the shared meetings between the 2 boards, everyone is impressed with this marketing firm. They have a deep understanding of the town's history, what its values are, what the challenges are, and where it needs to go. This understanding stems from having a home here, a business here and listening to the stated wishes of the town. I ask you to respect the professionalism and talent of the marketing firm, step aside and let the magic happen.

If this meeting is a debate about the logo...count me as a supporter. If this meeting is a fight between the BOS and the VSB, take it outside. Don't waste our time with it. Vote in the people who you think can do a better job.

And BTW, I was not a supporter of the Blue Chair but I now understand what a good marketing tool it is. People's opinions change.

Diane DiCarlo

Pilgrim Heights Road

23 October 2017

To the Board of Selectmen:

I write today as a Provincetown resident, a Provincetown business owner and as the former owner and principal of a marketing and branding agency.

With all due respect to those who have voiced their opinions previously on the proposed tourism logo, I want to remind the Board and community at-large that logos are but one component of a branding package and strategic marketing plan.

While they serve a critical role, there are a few things that a logo does not have to do:

A logo does not have to be a literal interpretation of a product or entity. When you have a complex, multi-dimensional product or entity to capture - like Provincetown and the diverse appeal it has for a diverse target universe, it is nearly impossible to do that in one mark. A logo is an emblem utilized for visual recognition, not a work of art and certainly not intended to tell a whole story - think of the Nike swoosh.

A logo does not create an entire brand nor can it. A strategic marketing plan will do that. For tourists - the group that the marketing plan ultimately targets, the town's brand is created through all tourism touch points - including websites, social media sites, print and online ads, video ads and the language, graphics and tone used within; as well as, customer service, availability of services, parking, pricing experienced once in town.

A logo does not have to please everybody. We all know that trying to please everyone can often lead to unremarkable work and, quite frankly, create a confusing graphic. When creating a logo it is critical to think of your target market - in this case, our tourists. While we all have opinions, this logo is not designed for us - it's for the customer - the person we are attempting to attract to Provincetown.

A logo does not tell the whole story. Our beautiful reputation as a unique seaside destination, our history our natural beauty and our seasonal attractions will do that through a robust, compelling story that the Marketing team will create and deploy through a strategic marketing plan.

I recommend we focus on the creation of smart strategy and its execution.

One can have the most beautiful logo in the world and it will mean nothing if not deployed strategically. The strategic marketing plan that Red Thread will develop in partnership with the Visitors Services Board on behalf of the Town is far more deserving of this body's time and attention than further discussion of this logo.

We are long overdue for a plan.

Respectfully,

Allison Baldwin

Owner, Roux Provincetown
210 Bradford Street
Provincetown, MA 02657