

Visitor Services Board

Tuesday, March 15, 2022

disclosure: These minutes are not verbatim – they are the secretary’s interpretation of what took place at the meeting. – Open Meeting Law, G.L. c. 30A § 22.

Pursuant to Governor Baker’s March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, §18, and the Governor’s March 15, 2020 Order imposing strict limitation on the number of people that may gather in one place, this meeting will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation by members of the public and/or parties with a right and/or requirement to attend this meeting can be found on the Town’s website, at <https://www.plymouth-ma.gov/>

MEMBERS PRESENT:

Steven Lydon, Chair
Everett Malaguti
Richard Quintal
Alyssa Smith
Chris Anzuoni
Susan Krabbe

STAFF:

Lee Hartmann, Director of Planning & Development
Laurie Maiolini-Ayotte, Recording Secretary

WELCOMING REMARKS

Mr. Lydon called the meeting to order at 4:30p.m.

FY23 ADDITIONAL FUNDING TO MAINTAIN CELEBRATION LIGHT POLE STRINGS

Nick Faiella, Parks Dept Superintendent – Requesting \$5,000 in additional funding to cover overtime costs through June 30, 2023. Labor cost have been higher due to the increase in COBRA salaries as well as an increase in time and labor needed to replace the original LED lighting with more cost-effective LED rope lighting.

BUILDING CAMPAIGN FUNDING REQUEST

Olly DeMacedo – Requesting \$100,000 to store the floats for the Thanksgiving Parade. Currently, the floats are scattered in several locations in Plymouth. The logistical challenges associated with the multiple locations and the uncertainty of continued access to these locations has been a burden. An anonymous donor has gifted \$100,000 to commence a capital campaign to purchase a property to store and build the floats. Negotiations have begun on a potential location.

Board members expressed concern over the building being sold in the future and would like a guarantee that the money will given back to the Town. Mr. Hartmann will have a conversation with Town Council to determine the best way to move forward with this request. Mr. Hartmann mentioned a program through Community Development that could potentially be an option: 0% interest loan,

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payable upon future sale of the building. That money will either go back to the Town General Fund or the Promotions Fund.

Mr. Malaguti suggested adding language within the Deed stating that the \$100,000 will go back to the Visitor Services Board if the building is sold in the future. Mr. Hartmann will consult with Town Council to determine if that could be an option.

The money can be made available before July 1, 2023.

GIANT ADIRONDACK CHAIR

The Plymouth Downtown Waterfront District is proposing to have a giant chair, built by a local artist, placed in Shirley Square. The DWD already has support from the following organizations for this project: Plymouth Planning and Development, PACC, See Plymouth, Plymouth Historic Commission, and several downtown businesses. DWD has also reached out to Derek Brindisi to discuss town permitting.

The Chair will be painted blue to match the color of the new Historic Plymouth welcome sign that was just installed on Samoset and Court St. in an effort to maintain consistency with Plymouth's existing signage. The lettering on the chair in Shirley Square will be white to match existing Plymouth signage. The lettering on one chair will read: Welcome to Plymouth, Mass., America's Hometown. The Chair will measure approximately 4' wide and 11' tall.

There is money set aside if any vandalism should occur. The artists who painted the chair will maintain the chair.

A meeting with DPW and Parks is set up to determine if Shirley Square will be a suitable location for the Adirondack chair.

LIGHT THE NIGHT

Andrew Rivera-Myers representing the Downtown Waterfront District.

Last year \$12,900 was raised from local small businesses.

The planning for this year's event has already been initiated and the goal to extend the display further into Brewster Gardens and include music and add weekend performances to attract even more tourists and locals to the downtown area during the holiday season. Currently, they are receiving updated quotes for the 2023 lighting from local lighting companies.

FINALIZE FY24 PROMOTIONAL GRANT FUNDING ALLOCATIONS

Mr. Malaguti questioned if the revenue gained from Uber services could be deposited into the Promo budget. Mr. Hartmann stated that would have to go in front of Town Meeting for a vote.

Mr. Anzuoni expressed concern over the Grant application guideline maximum dollar amounts for direct funding/events, stating that some of the requests submitted have exceeded the maximum amounts. Mr. Hartmann noted that the application is out of date and should be revisited and updated by the Board. The application will be reviewed at the next VSB meeting on April 18, 2023.

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The Total available balance for all requests is (-17,866.41). The Board deliberated and agreed to deduct funding from the following requests:

- Town Hall Tree Lighting and Stage – Requested: \$30,000 Final: \$28,800
- Seaside Trail - Marine & Environmental – Requested: \$100,00 Final: \$95,000
- Jenney Gristmill Lighting Project - Parks Dept – Requested: \$70,000 Final: \$65,000
- Trash bins & recycling - Downtown Waterfront District - Requested: \$22,000 Final: \$15,000

Mr. Smith motioned to fully fund all Special Event Grant Requests. Mr. Malaguti seconded the motion. The Board approved (6-0)

Mr. Anzuoni motioned to approve the remainder of the budget (Other requests and Public Improvements) as presented. Mr. Quintal seconded the motion. The Board approved (5-1-0)

APPROVED GRANT FUNDING REQUESTS

EVENT	FY24 AWARD
Bark in the Park – FY23	\$5,000.00
America’s Hometown Laureate	\$2,500.00
First Friday	\$5,000.00
Halloween on Main	\$4,000.00
July 4th Fireworks	\$12,500.00
July 4th Parade	\$12,500.00
July 4th Philharmonic	\$35,000.00
L. Knife & Son Concert Series	\$1,500.00
Myles Standish State Forest RR	\$4,500.00
Pilgrim Progress	\$1,200.00
Polar Plunge	\$500.00
PorchFest	\$3,000.00
Project Arts Concert Series	\$15,000.00

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Local Eats Week	\$3,000.00
Thanksgiving - Waterfront Activities	\$20,000.00
Thanksgiving - Parade	\$20,000.00
Thanksgiving Patriotic Concert	\$20,000.00
Thanksgiving Philharmonic Concert	\$25,000.00
Plymouth Public Library Arts Festival	\$7,500.00
Philharmonic Concert 23/24 Season	\$10,000.00
The Thirsty Pilgrim	\$975.00
Waterfront Festival	\$10,000.00
OTHER REQUESTS	FY23 AWARD
Overtime/Equipment	\$600.00
Distinguished Visitors	\$5,000.00
Building Campaign	\$100,000.00
Town Hall Restrooms	\$10,000.00
Draken Viking Ship	\$30,000.00
Transient Mooring – Harbormaster	\$22,000.00
Public Art Initiative - Chamber of Commerce	\$7,500.00
Event Boards - Plymouth Bay Cultural District	\$3,000.00
Giant Adirondack Chairs – Downtown Waterfront District	\$2,500.00
Light the Night – Downtown Waterfront District	\$20,000.00
Town Hall Tree Lighting and Stage	\$28,800.00
Funding for Board members to attend conferences/events	\$1,000.00

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Indigenous Voices – Plimoth Patuxet	\$20,000.00
America's Hometown Thanksgiving Parking and Shuttle	\$20,000.00
Ride Circuit – See Plymouth	\$150,000.00
Seaside Trail – Marine and Environmental	\$95,000.00
America's Hometown Thanksgiving Security	\$47,000.00
America's Hometown Thanksgiving Parking & Shuttle	\$22,000.00
Jenney Gristmill Lighting Project - Parks Dept	\$65,000.00
Additional Funding to maintain Celebration Lights	\$5,000.00
Labor to maintain Celebration Lights - Parks Dept	\$10,000.00
PUBLIC IMPROVEMENTS	FY24 AWARD
Parks Dept - Flower Baskets	\$8,598.00
Parks Dept - Celebration Light Pole Strings	\$3,000.00
Parks Dept - Holiday Linden Tree Lights	\$1,500.00
Parks Dept - Holiday Wreaths for downtown	\$3,612.50
New Waterfront Visitor Center - See Plymouth	\$100,000.00
Current Waterfront Visitor Center repairs - See Plymouth	\$5,000.00
Trash bins & recycling - Downtown Waterfront District	\$15,000.00

APPROVAL OF MEETING MINUTES FEBRUARY 21, 2023

Mr. Malaguti motioned to approve meeting minutes from February 21, 2023. Ms. Smith seconded the motion. The Board approved (6-0)

HOMETOWN STROLL FINAL INVOICE

Ms. Krabbe motioned to approve the final invoice for The Hometown Stroll in the amount of \$3,500. Mr. Malaguti seconded the motion. The Board unanimously approved (6-0)

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TOURISM UPDATE

Ms. Filson stated that the final report of the Conference Center study recommended to have the facility located in Plymouth. The next public forum will be held June 19, 2023. At that meeting, site locations will be discussed.

DISTINGUISHED VISITOR DISCUSSION

Mr. Lydon reported that the Chair of the Select Board, Betty Cavaco, would like to use the Distinguished Visitor funding to cover student travel expenses.

Mr. Quintal motioned to keep the Distinguished Visitors funding as is. Mr. Malaguti seconded the motion. The Board approved. (6-0)

NEW BUSINESS

Mr. Lydon and Mr. Anzuoni expressed interest in attending See Plymouth's Tourism Update - Friday, May 12th. The approved funding for Board members to attend conferences/Events will cover the price of the ticket.

OLD BUSINESS

Mr. Lydon mentioned that Jesse Centamore is being removed from the Board due to poor attendance and has not been responsive to emails. Ms. Maiolini-Ayotte has emailed the Selectmen Administrative Assistant and requested to have Mr. Centamore removed from the Board and readvertise the open seat.

The meeting adjourned at 6:00P.M.

Respectfully submitted, Laurie Maiolini-Ayotte, Administrative Secretary

Approved on – 4/18/23

Next meetings: , April 18th, May 16th, June 13th, July 18th, August 15th, September 19st, October 17th, November 14th, December 12th