

Visitor Services Board

Tuesday, April 18, 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.

MEMBERS PRESENT:

Steven Lydon, Chair
Everett Malaguti
Chris Anzuoni
Susan Krabbe

MEMBERS ABSENT:

Richard Quintal
Alyssa Smith

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.

TOURISM UPDATE

Ms. Filson spoke about Ride Circuit and stated there will be 3 cars on the road this year. The Tesla car will be capable of driving longer distances and will be transporting visitors to Plimoth Patuxet. Ride Circuit will be operational from Memorial Day to the weekend of the Thanksgiving Parade. Going forward, Park Plymouth may potentially fund Ride Circuit.

Ms. Filson mentioned that a Geofence for larger events, could be set up to provide a count of visitors and locals.

In June, a public meeting will be held to discuss the Convention Center. Following the meeting, a second study will be conducted to determine the location of the facility.

Waterfront Visitor Center - Ms. Filson and Mr. Lydon met with Nick Mayo (Facilities Manager) and Shelia Sgarzi (DPW Director) to discuss future renovations to the Waterfront Visitor Center.

- There was a discussion about building an addition to either the back of the building or on the side. The Town will be able to do most of the add ons and renovations.
- Construction would begin in the fall of 2023.
- Plymouth and Bristol County have been awarded a 1-million-dollar grant. A majority of the funding will be distributed to the Plymouth County and the Town of Plymouth.
- The funding must be spent within 2 years and can only advertise winter events and merchants.

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- \$200k will go towards promoting the Thanksgiving Day Celebrations and \$800K will go towards the “South Shore Secrets” campaign.

APPROVAL OF MEETING MINUTES MARCH 21, 2023

Mr. Malaguti motioned to approve meeting minutes from March 21, 2023. Ms. Krabbe seconded the motion. The Board approved (4-0)

Mr. Hartmann noted that the motion made at the Spring Town Meeting for the Promotion Fund was incorrect. \$136,478 was not accounted for. A motion will be made at the Fall Town Meeting to correct the error.

REVIEW & REVISE PROMOTIONS FUND GRANT APPLICATION

- Page 1 – Grant application deadlines – Part I – one deadline date.
- Page 2 – Qualified Organization – italicize the wording “*may be considered*”
- Page 2 – Event information should be submitted to all Plymouth Hotels – Bold **Plymouth Hotels**
- Page 3 – Exhibit/First Time Events -The Board agreed to keep the \$2,500 maximum award.
- Page 3 – Special Events - Delete maximum award of \$20K and increase award not to exceed 25% of total eligible budget.
- Page 3 - Add Event Certificate of Liability to Eligible Expenses
- Events under \$1,000 will no longer be required to fill out grant final invoice and final event summary. Applicant will need to submit an invoice with description of event.
- Page 3 - Update 1,001 – 10,000 (1:1 match) 10,001 & over (4:1)
- Page 4 – Type of Event deadline – update date
- Page 9 – List all the Ineligible Expenses
- From Page 11 under Final Event Summary – add to page 3 – (Including ad copy, articles, samples of brochures, program booklets, ect)
- From Page 11 – Final Event Income & Cost Summary – add to page 3 (including all supporting documentation)
- Page 10 – Update date and remove COVID 19 note

The meeting adjourned at 6:00P.M.

Respectfully submitted, Laurie Maiolini-Ayotte, Administrative Secretary

Approved on – August, 15, 2023

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