

**Board of Selectmen
Minutes of Tuesday, March 26, 2019
Bourne Veterans' Memorial Community Center
Buzzards Bay, MA**

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TA Tom Guerino
ATA Glenn Cannon

Selectmen

Peter Meier, Chairman
Judy Froman, Vice Chair
James Potter, Clerk
George Slade
Jared MacDonald

If anyone in the audience is recording or videotaping, they need to acknowledge such at this time.

All items within the meeting agenda are subject to deliberation and vote(s) by the Board of Selectmen.

Meeting Called to Order

Chm. Meier called the meeting to order at 6:30 pm.

1) Continuation of Policy review and revision from the March 12, 2019 Selectmen's workshop.

Workshop Outline 3/12/19

1. Why Select Board writes policies.
 - a. Charter, Article 3-3
 - i. ...serve as chief policy-making agency of the town keeping in mind the goals, policies and action items of the LCP and shall appoint the TA to carry out policies.
 - ii. The Board of Selectmen will act only through the adoption of written policy goals, policies and action items which will be implemented by the Town Administrator and written in a policy book that shall be available for public review.
 - b. LCP policies
2. Definition
 - a. Policy
 - i. a high-level overall plan embracing the general goals and acceptable procedures especially of a governmental body
 - ii. a plan or course of action, as of a government, political party, or business, intended to influence and determine decisions, actions, and other matters.

3. Review list of policies
 - a. Which policies need BOS vote
 - b. Adopted
 - c. Signed
 - d. Drafted
 - e. To be written
4. Prioritize
5. Plan course of action
 - a. Board
 - b. Working Groups
 - c. Website
 - d. Policy Book

Judy Froman went over the Policy List. Which ones belong to the Board of Selectmen and which ones belong to the Town Administrator? Board of Selectmen have a total of 32 policies. First column the Board of Selectmen members will send an email to Judy Froman and Glenn Cannon for which policies are the top 5 you want to work on in the near future. The second column is the policies we need to create or update. The third column is the Policies, which are listed in alphabetical order. The next column is the status of the policy, when they were signed or adopted. Would like to get all the policies on the website. The Board of Selectmen are to send their top 5 to Glenn Cannon and Judy Froman, then we can come up with our priority list of which policies we are going to work on first.

James Potter said if there are policies that are missing those would be the first ones to work on.

Jared MacDonald suggested two categories, those that are missing rate top 5 and the ones that have to be updated top 5.

Judy Froman told the audience members if they have ideas for what the top priorities should be they can email Glenn Cannon.

Rate		Policy	Status	Updated 3/24/19	Board
	needed	Active Shooter			BoS
		Beach Parking Sticker	Signed	https://www.townofbourne.com/sites/t	BoS
		Board of Selectmen Rules of Procedure	Adopted 2018	https://www.townofbourne.com/sites/t	BoS
	needed	Capital Facilities (LCP 18.2)	Adopted 2008		LCP/BoS/Planning Board
	needed	Coastal Resources Policy (LCP 11.2)	Adopted 2008		LCP/BoS/TA/Conservation
		Commercial Wastewater Management Allocation Policy	Adopted 2017	https://www.townofbourne.com/sites/t	BoSC
	needed	Committee Appointments			BoS
	needed	Community Events	Draft 2019		BoS
		Drug & Alcohol	Adopted		BoS
	needed	Easements	Draft 2019		BoS
	needed	Economic Development (LCP 17.2)	Adopted 2008		LCP/BoS/Planning Board
	update	Electronic Communication (social media)	Adopted		BoS
		Financial Management Policies & Guidelines	Adopted 2015	https://www.townofbourne.com/sites/t	BoS
	needed	Growth Management Policy (LCP 6.2)	Adopted 2008		LCP/BoS/Planning Board
	update	Information Technology Resources Use	Adopted	https://www.townofbourne.com/sites/t	BoS review and maybe eliminate
		ISWM			
	needed	Land Use Policy (LCP 7.2)	Adopted 2008		LCP/BoS/Planning Board
	update	Leasing of Town Land			BoS
	needed	New Policy Adoption	Adopted		BoS
	needed	Open Space Policy (LCP 8.2)	Adopted 2008		LCP/BoS/Planning Board
	update	Policy for Consultation With Town Counsel	Adopted		BoS - TA (?)
	needed	Public Hearing Communication	Draft 2019	Rules of Procedure	BoS
	needed	Recreation Policy (LCP 9.2)	Adopted 2008		LCP/BoS/Open Space
	needed	Request for Proposal			BoS
	needed	Sale or lease of Town Owned Property	Draft		BoS
	update	Sewer Use Regulations & Rules	1990		BoSC
		Special Municipal Employees	Adopted		BoS
		Special Permit	Adopted		BoS
	needed	Town of Bourne Public Engagement (website)	Being drafted 2019		BoS
		Town Owned Property Naming	Adopted 2017		BoS
	update	Traffic Rules & Orders	Amended 2017		BoS/recommendations by Police
	needed	Website Posting			BoS

2) Discussion and review of Community Events fund and possible Town Meeting actions.

Judy Froman went over the Community Engagement presentation. One of our goals was Community Engagement as it supports Economic Development and Community Engagement came through, in terms of the Local Comprehensive Plan, on the survey. Community Engagement is an investment in Bourne.





Community Engagement and Investment

Community is sharing our knowledge and our resources. Community is what we once were, who we are now, and what we can be. It is finding what we enjoy, what we are good at, and inviting others into our small world. We have both a seasonal community and a year-round community. Our opportunity lies before us to not only encourage our existing events, but to grow our community events.



Community Engagement and Investment

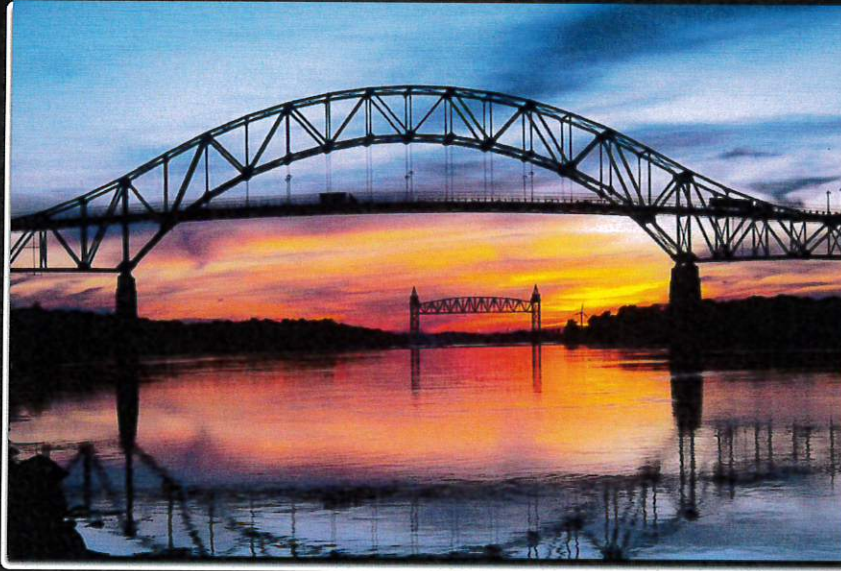


Community Engagement and Investment

Town Meeting members: This provides an avenue to claim back our stake on one of the most important aspects of our 'community' – the social aspect. If nothing else, we owe it to ourselves, to make our community what we want. If you believe that Bourne could become a town of fireworks, festivals, programs, or parades, and several town events to bring the kids and grandchildren to, full of opportunity to share time as a community, then we believe what you do. The money is there as we'll explore in the Community Events Fund article. This concept has worked in Wareham for 10 years. The fund has grown, the tourism has grown, and the community has had their share of many events. Let's once and for all get back our community, not just in our words, not just in our votes, but in our social interaction. A real sense of the word 'community'. Being able to put some of the monies we collect back into the community.

Article ____

Bourne Community Events Committee



James Potter said this concept is new to Bourne but not new to other communities including several neighboring communities. Harry Truman once said that “Men don’t change. The only thing that is new to the world is the history that you don’t know.” Traditionally, the local room-occupancy excise tax has not been used as a reinvestment tool in Bourne, but as another source of revenue for the general operating budget. It should be used as a reinvestment tool for Bourne. The concept of pairing a Bourne Events Committee with an Events Fund, derived from a portion of the room-occupancy tax, will allow the Town to reinvest in Tourism, and grow this part of its economy. The Community Events Committee process stands before you to enact as a proven and solid community improvement idea. The Community Events Committee would be a bylaw that you would add as a Committee.

Bourne Community Events Committee General Bylaw

Section 1.6.1. Membership: There is hereby established in the Town of Bourne, an Events Committee, consisting of seven (7) members. The composition of the Committee, the appointment authority and the term of office for the committee members shall be as follows:

Three (3) residents at-large, and registered voters in the Town of Bourne, appointed by the Board of Selectmen.

One member appointed by the Bourne Cultural Council

One member appointed by the Bourne Board of Selectmen

One member appointed by the Bourne Finance Committee

One member appointed by the Town Administrator

Present members shall continue their respective terms in office as they were originally appointed. As said terms expire, appointments shall be made for up to three (3) year terms in a manner so that the terms of all members do not expire in the same year as provided in Section 2.4.3 of these Bylaws. Members may be reappointed, and they shall serve without compensation. Any vacancies shall be filled for the remainder of the vacant term.

If any of the appointing authorities above cease to exist, the Board of Selectmen shall appoint in place of such appointing authorities, individuals qualified to serve on said Events Committee, as appointees at-large. Each appointing authority shall have (90) ninety days to make its appointments, after both passage of this bylaw, and approval by the Attorney General of the Commonwealth.

Section 1.6.2. Officers: The Community Events Committee shall have a Chairperson, Vice-Chairperson and a Clerk, and all of whom shall be elected from among the membership no later than its second meeting held on or after July 1 of each year

Section 1.6.3. Duties: The Bourne Events Committee mission is to sponsor and encourage community events, projects, activities, services, programs, and public improvements which are of mutual interest to the visitors and residents of the Town of Bourne, and, which strengthen the Town by fostering community involvement and spirit. The Committee shall create an application for funding and invite organizations or individuals to submit on events or activities that will benefit the Town of Bourne and its citizens. In no event may a Member present a project before the Committee. The committee shall provide quarterly reporting to the Board of Selectmen and Town Administrator.

Section 1.6.4. Funding: The Committee is hereby authorized to make recommendations to the Town Meeting to expend for the purposes set forth in this bylaw, all moneys that are made available to it by appropriation by gifts or grants, or by transfer of funds authorized by law. Any and all contracts for supplies, services, programs, and projects authorized hereunder shall be awarded and executed by the Town Administrator on the recommendation of the Bourne Events Committee, subject to compliance with applicable procurement laws of the Commonwealth.

Section 1.6.5. Administration: The Committee is authorized to spend up to five percent (5%) of the annual appropriation to the Community Events fund for advertising, publications, general administrative costs or other activities deemed appropriate by a majority vote of Committee.

Tom Guerino questioned if you would have to go back to Town Meeting to get approval to spend money that you have previously been authorized to spend?

James Potter said they would have an application process for people/groups looking to get money for a specific event. They would have an explanation of what they are doing. The Committee would vote on these applications before it went to Town Meeting. Then they would represent the approved ones in front of Town Meeting for the people stating what they would be looking to spend, it would be itemized. Tom Guerino questioned if there is a good application process; would there be a way to authorize quicker turnaround on things that are emergent to allow the Committee to make the grant award?

Bourne Community Events Committee Coordinating Events

Town of Bourne

The Bourne Events Committee shall sponsor Town events that shall encourage and invite the community to participate each year, including:

- Fourth of July fireworks display annually (perhaps in conjunction with Onset).
- Annual Town Parade & Fair (which may coincide with the Fourth of July).
- Annual 'Town Day' festival, comprising of an 'open house' day or weekend showcasing the most demonstrative aspects of the Town of Bourne, within the last year, including (but not limited to): Town Departments, new businesses, new projects, organizations, and others.
- Annual Town Lighting Ceremony and/or Parade & Stroll

Town Day could, for instance, provide booths of information for the functions of the various Town Departments, a 'taste-testing' booth for a new restaurant in Town, and highlight a specific historic or new building or project completed within the year, that best represented the aspirations and identity of the Town of Bourne.

Article ____



Bourne Community Events Fund

Now the Community Events Fund. This is the funding mechanism that the Bourne Community Events Committee would bring before Town Meeting, for funding a warrant article. The Fund would represent a portion of the local room-occupancy tax, to reinvest through grants, back into the community and keep the tourists returning to our Town.

To see if the Town will vote to authorize the Board of Selectmen to petition the General Court for special legislation relative to a Community Events Fund for the Town of Bourne, as set forth below; provided, however, that the General Court may make clerical or editorial changes of form only to the bill, unless the Board of Selectmen approves amendments to the bill before enactment by the General Court which are within the scope of the general public objectives of the petition, or to do or act in any manner relative thereto.

AN ACT ESTABLISHING A COMMUNITY EVENTS FUND FOR THE TOWN OF BOURNE.


*Be it enacted by the Senate and House of Representatives in General Court assembled,
and by the authority of the same, as follows:*

SECTION 1. There is hereby established in the town of Bourne, a community events fund to receive revenue under [section 3A of chapter 64G](#), as set forth in section two of this act; and said town may appropriate monies in said fund to sponsor and support community events, projects, activities, services, programs, and public improvements which are of mutual interest to the visitors to, and residents of, the Town.

SECTION 2. Thirty-three percent of the excise tax collected under [section 3A of chapter 64G](#) of the General Laws by the town of Bourne, for the fiscal year beginning July 1, 2019, shall be credited to the Community Events Fund. The amount collected into the Community Events Fund, in any single fiscal year from this excise tax, shall not exceed \$50,000.

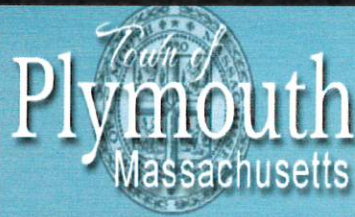
SECTION 3. This act shall take effect upon its passage, and continue each year in perpetuity, or until such time as Town Meeting dissolves this act.

Right now Bourne collects 4% out of the 6% that is allowed by the state. The idea is that we would put an article at Town Meeting to increase to 6% and that would more than pay for the \$50,000, which would be an additional net to the Town. That money would become a revenue generator. The \$50,000 would be collected annually and if there was money left over it would stay in the account for the following year.

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- Bourne 4% local hotel tax FY20 = approx. \$130,000
 - Increasing the 4% hotel tax to 6% may add \$65,000 in revenue.
 - Total approx. FY20 hotel tax income = \$195,000
 - The Community Events Fund is capped at \$50,000. This would still net \$145,000 to the Town.
 - The new short-term rental tax, or many new events and activities, could potentially double or triple the local hotel excise fund, but the Community Events Fund would still be capped at \$50,000.

But in the end, with the small re-investment into our community's festivals and activities, the residents and visitors of Bourne receive the biggest reward

"The (7) member board is charged with management of the Town Tourism Fund, which is funded wholly by a percentage of the local/hotel rooms' tax"

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Visitor Services Board

Mission Statement

The Visitor Services Board (VSB) of Plymouth, Massachusetts serves as an advisory board to the Town Manager and Board of Selectmen. The seven-member board is charged with the management of the Town Promotion (tourism) Fund, which is funded wholly by a percentage of the local/hotel rooms' tax. The Visitor Services Board awards funds and grants for promotional and marketing materials, information delivery, events, activities and infrastructure betterment in an effort to maximize the quality of Plymouth's tourism industry for the benefit of residents and visitors alike.


Community Events Committee




About the Wareham Community Events Committee (CEC)

The mission of the **Wareham Community Events Committee (CEC)**, is to provide financial support for programs developed by local non-profit or town sponsored organizations which are of mutual interest to the tourists and residents of Wareham and Onset. This dedication of public funds is intended to help local sponsoring organizations start and establish an event but the long term goal is for the event to become self-sustaining. These events should be designed to promote community involvement and foster community spirit.

The Community Events Committee may place restrictions or conditions on event assistance awards, or award funds in amounts less than applied for.



Wareham Community
Events Committee
established in 2008,
operating into its 11th
year.



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DEPARTMENTS TOWN BOARDS SERVICES VISITORS

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VSB and Tourism Office Goals

Town-wide Goal Proposal: for the whole organization

Given the difficult economic times, the Visitor Services Board continues to respectfully recommend to the Board of Selectmen the importance of adopting an ongoing goal to officially recognize Tourism as the Town's primary economic engine. The Board's commitment to this goal can be achieved by continuing to invest resources to build and expand the tourism office's infrastructure, which will have a positive economic impact on the Town. Additionally, this recommendation advises to continue efforts to improve the Town's infrastructure to create a more effective and efficient environment for regulatory transactions between local businesses and the Town.

Provincetown continues to compete within the international arena and is an established premier resort destination. The Board of Selectmen's increased commitment to funding infrastructure and marketing resources will widen the scope of opportunity to maintain Provincetown's standing in this highly competitive environment during difficult economic times.

Areas of concern that should be addressed to maximize tourism and to make Provincetown a premier destination include the following:

- Continue to work on initiatives and incentives that keep businesses in Town and that attract new businesses, including accommodations, dining and retail establishments;
- Identify and implement incentives for businesses to stay open longer during the year, particularly in the second and fourth quarters;
- Continue to enhance visitor services such as signage, restrooms, bike racks, benches and the visitor services center at 330 Commercial Street;
- Improve efforts to create a truly "green" community such as cleaning streets and beaches; beautification efforts, additional garbage and recycling receptacles, and scheduled pick-ups.

Town-Wide Goal Proposals:

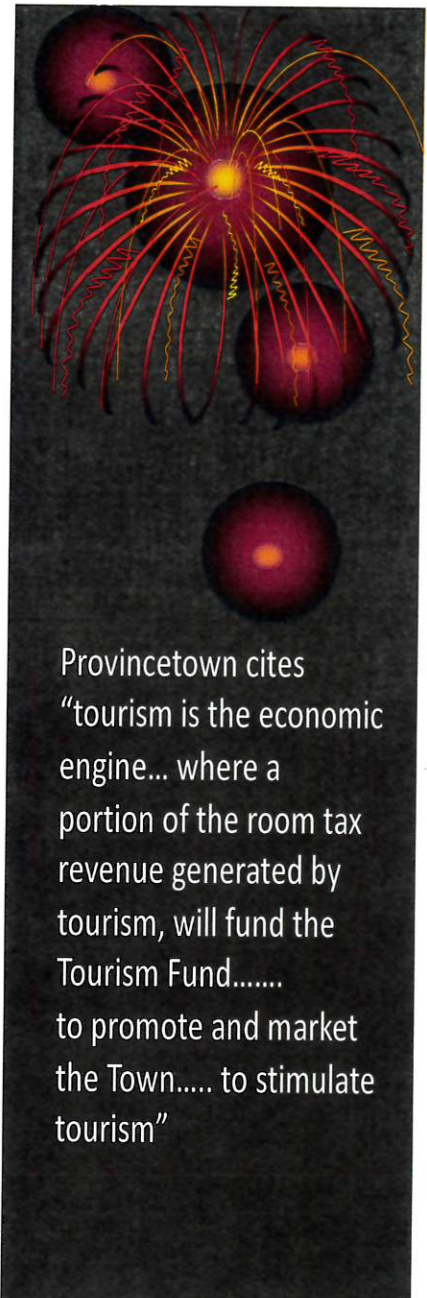
1. Continue to officially recognize that tourism is the town's primary economic engine, and the Board of Selectmen and Visitor Services Board agree to work together to enhance the infrastructure needed to support a tourism economy, including upholding the existing construct whereby a portion of the room tax revenue generated by tourism will fund the Tourism Fund, the purpose of which is to promote, market and beautify Provincetown to stimulate tourism.
2. Continue to support any legislative efforts to augment the tourism fund, i.e. support room tax for short-term rentals.
3. Make the repaving of town roads and its impact to business, a high priority.

Department-specific Objectives: Visitor Services Board

1. Develop marketing/media plan and update Five Year Plan to promote, market and beautify Provincetown. Continue to prioritize marketing town to international markets. Also, prioritize marketing town as a wedding destination, a GLBT destination, an arts destination and a pet friendly destination, and expand upon eco-tourism marketing efforts.
2. Enhance tourism by proactively building relationships with key stakeholders, including the Provincetown Chamber of Commerce, the Provincetown Business Guild and core business segments, including Innkeepers, Dining establishments, and Retailers, etc.
3. Continue to publicize and promote Provincetown via the internet by maximizing the Tourism Office's new website and expanding social networking efforts, and also by leveraging efforts of the Public Relations Firm and travel writers.
4. Continue efforts to market and promote Provincetown by approving Tourism Grants, with primary focus on events outside of the peak season of July and August. Also, help to ensure the success of established events with continued grant funding.

AGENDAS & MINUTES
ONLINE PAYMENTS
ALERTS
TOWN TALK
@TOWNOFFPT

Town of Provincetown
260 Commercial Street
Provincetown, MA 02557
Ph: (508) 487-7000
Fax: (508) 487-9950





Sources of Assistance for Tourism in Texas
Hotel/Motel Occupancy Tax

[Sources Main Page](#) | [Funding Information](#) | [Who is Included in Sources](#)
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What does the hotel/motel occupancy tax provide?

Tourism can be a key strategy for economic development in many Texas communities. This is made possible for these communities through the collection of a local hotel occupancy tax. Not only does this tax provide much needed tourism revenue to the city or county, but it can also provide economic development opportunities for the entire area.

What are the uses of the hotel occupancy tax?

Two questions must be answered to determine if a proposed use for the hotel occupancy tax is valid. First, does the expenditure directly enhance and promote tourism and the convention and hotel industry? Secondly, does the expenditure fall under one of the five statutory

categories for expenditures of these revenues? The five categories are as follows:

1. funding the establishment, improvement, or maintenance of a convention center or visitor information center,
2. paying the administrative costs for facilitation convention registration,
3. paying for tourism-related advertising and promotions of the city or its vicinity,
4. funding programs which enhance the arts, and
5. funding historical restoration or preservation programs.

Texas statutes state additional rules regarding the actual percentages of the hotel occupancy tax revenue that can be spent on each of these five categories. These rules, however, will differ depending on the population of the city in question. The hotel occupancy tax cannot be used for general revenue purposes or to pay for expenses that are not directly related to the promotion of tourism.

So how do others do it? Well, in Texas, they have the local occupancy tax as do most states. Their guidelines include a criteria of: tourism-related advertising and promotion just as we look to do. Now for the interesting stipulation in Texas: Texas statutes state that "the hotel occupancy tax cannot be used for general revenue purposes or to pay for expenses that are not directly related to the promotion of tourism." Town meeting voters – the world around us needs to be considered.

Mary Jane Mastrangelo suggested we should just be able to fund the Committee with the \$50,000 at Town Meeting with the money from the excise tax. Then they have that money to spend, and they can let us know what events they spent it on. That way if there is a year the Town needs money we can prioritize what to use that excise tax for and we can give that Committee less money that year. Town Meeting can vote it each year.

James Potter said the funding is not complex, doing the Special Act is simple. The complex part is the when you have a bad year and don't have the Special Act to back it up, now you have taken away from your reinvestment tool. Or we can line item fund it year to year.

Mary Jane Mastrangelo said I could support a Community Activity Committee I could support taking money from the room occupancy tax and having an article to support that committee. I have a problem with the Legislation. Jared MacDonald said going in front of Town Meeting allows people in the community to know where that money is going. Judy Froman said one thing I like about this is that it is open to the Town to decide, it's not bias by the committee. We want to make sure the money is there. We want to make sure it stays there and continues to be something that is available. Mary Jane Mastrangelo said it would be a continuing article that stays, it doesn't close out at the end of the year.

Renee Gratis said I don't want to commit to the State Legislature without knowing if there is going to be outside interest. Would like to see that a member of the Committee cannot present a project before the Committee.

Will Shain, Board of Directors for the Cape Cod Canal Region Chamber of Commerce and Chair for the Cape Cod Canal Day, spoke about creating a committee so you can delegate work, because many hands makes for smaller effort. When you are choosing people for a committee you are choosing people with great work ethic, people that you can trust to move forward and do the work. If you have empowered the committee with a purpose and a mission to move forward, you're going to find plenty of organizations who have a lot of different ideas. If you have money for events to draw people into town, they will come.

Mary Jane Mastrangelo said under 1.6.4 funding it should read:
The Committee is hereby authorized to expend for the purposes set forth in this bylaw, all moneys that are made available to it by appropriation by gifts or grants or by transfers of funds approved at Town Meeting....

And leave out they have to have applications for projects and go to Town Meeting and get those approved before they can grant the money. If there is money left over the money would stay there. Doing it as a continuing article allows the money to stay there and not close out.

Tom Guerino questioned if there is a donation made to this fund, that money doesn't have to be approved at Town Meeting because that isn't tax payer's money.

Judy Froman questioned regarding bring the events forward at town meeting for transparency, if it was after the fact and it was erupted each year as a article.

Jared MacDonald said the money that wasn't used and is returned, that can be set aside along with donations to be allocated from the Community Events Committee. That still leave the other money coming from the Town to be voted on at Town Meeting.

James Potter said if you raise the excise tax people should know what that money is being spent on.

Jared MacDonald suggested to have the Committee submit a report at a Board of Selectmen public meeting so residents will know what events the money is being used for.

Tom Guerino said if this goes forward you need to set up an application process and a reporting process.

Amanda Bongiovanni suggested when presenting the Article each year you can review the accomplishment of the Committee and where the money has gone.

Tom Guerino said if possible this evening for the Board of Selectmen to come to a conclusion as to what we are going to do so we know what to do with the warrant.

Jared MacDonald said his only issue is that he doesn't want this money to be easily taken away. We need reports to know where the money goes. Judy Froman said her concern is that when times get tough this will get squeezed out.

Tom Guerino suggested to do it a few years as an article. If there is any money left over it remains in the article and does not go back the General Fund. We can see what is spent and what is left over. If we want it to become permanent, we can do the Legislative act. If the Board decides to go non legislative way, we could supplant the article for the legislation with an article to fund subject to the increase of the hotel occupancy tax.

Judy Froman questioned as an article it has to go to Town Meeting every year. So by not making it legislative, if there are times that are tight, and the people that show up at town meeting decide they don't want to vote for it, it can get voted down. Would feel comfortable with the article approach for a year but want to have more conversation for the longer term. Jared MacDonald suggested two years to be able to work out the unknowns.

James Potter confirmed the changes were: All members voting, Member cannot present a project, Quarterly Reporting. If everyone agrees to a three-year pilot we can forgo the events fund language, we won't need that as an article. Take out the events fund from 1.6.4.

Voted Jared MacDonald moved and seconded by Judy Froman to enact the Bourne Community Events Committee bylaw 1.6 contingent on the Bylaw Committee as well as Town Council approval. Vote 5-0.

3) Establish next steps and date of the next Workshop

Peter Meier said the next workshop will be on April 9th.

Tom Guerino suggested the workshop on April 9th be dedicated to Town Meeting.

4) Adjourn

Voted Judy Froman moved and seconded by Jared MacDonald to adjourn. Meeting adjourned at 8:33 pm. Vote 5-0.

Respectfully submitted – Carole Ellis, secretary.