



Eastham Visitors Tourism and Promotion Services Board

Via ZOOM

Minutes of Meeting May 23, 2022

Chairperson Jim Russo opened the meeting at 3:40 pm.

Present: Jim Russo, Kathy Bunnell, Faith Casarella
Bonnie Nuendel joined the meeting at 4:05 p.m.

Minutes from April 25, 2022, with corrections: Under Present: add member Bonnie Nuendel, under Banners, add a space after Brackett Rd and under Budget items correct the motion to 3 banners at \$60 each for a total of \$180. Faith made a motion to accept Minutes of April 25, 2022, with corrections, Kathy seconded, vote was in favor 3 – 0.

Summer Concerts: Board members noted that Bonnie did a great job with the scheduling of the summer concerts at Windmill Green. Jim suggested that Bonnie contact Chris Blood and ask that during his setup of July 4 concert he play some recorded Americana music. Board agreed. Jim suggested it's not too early for Bonnie to contact groups for 2023. Jim reported that the rack card for concerts has been completed along with flyer. The Chamber donates the copying of the flyer, and the rack card has been submitted to Sir Speedy, waiting for a quote. Last year was \$320 for 3000. Expecting more expensive this year, as everything has gone up. Lauren Barker ordered and received 12 holders to be mounted for rack cards around four entrances to the Windmill Green. Suggestions for places to mount the additional 8 holders around town, i.e., Eastham Superette, Sam's Deli, was asked by Jim and noted that have time to think about sites and to ask permission to do so.

Map of Eastham: Jim was surprised that the quote was less expensive than he expected. A consensus of people he asked felt the size of the Map was okay. Standard information and landmarks on map are okay, streets need to be proofed, water stations included. Jim had received a Grant for water station at Info Booth and he will check on status. Kathy suggested EV charging stations should be added. Minutes of past meetings need to be checked to see what Jamie Demetri had suggested adding to the Map.

Bonnie joined meeting at 4:05 and reported she sent an email to the Navy Band asking its availability for July 3, 2023, concert. She will contact Chris Blood regarding Americana music during July 4, 2022, setup at Windmill Green.

Budget Items: According to Teena Tilton, town treasurer, we have \$1356 in our budget to use before end of fiscal year. Pending expenditures: \$180 for 3 banners; Chris Blood, \$200 for set up of June 27, and Natalia Bonfini Trio, performing on June 27, \$600 = \$980. Bonnie suggested spending any remaining balance FY 21/22 funds on solar lights at the town lines. Cost of rack cards and not sure if new rack card holders have been paid out of budget. How much is left in our budget needs to be clarified/rectified from the town accounting office. Possibly contact Rich Bienvenue, Finance Director. If we need a special meeting to go over expenditures, the Board can meet with a 48-hour posting with agenda to the Town Clerk. At some point, a budget should be discussed for 2023.

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Holiday Plans: Nothing to report.

Décor and Lighting: Bonnie reported still working on lighting. Have not heard from Steve Rice, Light and Living. Jim suggested we move along without Steve's participation and go with what we have for now. He reminded the Board that we must adhere to the rules of the Town regarding purchasing procedures.

Banners: Ron and Silvio of DPW fixed the banner on Brackett Road (near electrical business). It was addressed that new banners are needed. Additional lighthouse banners need to be ordered. The Board should start looking at designs. The banners for the Windmill Green concerts (10 x 3) will fit on the town frame. Jim will start with the design, but the Town Seal should be added to the banner. Bonnie will check with Laurie at Town Hall to see if we can get a replica of Town Seal up to 18" or so to be added to the banner. Bonnie will also fill out form to Town for permission to use banner on town frame for the Monday night concerts.

New Business: The Board congratulated Kathy Bunnell upon her new role as President of the Eastham Chamber. The Chamber will be selling Christmas ornaments. 2022 will feature the Nauset Lighthouse (\$20) and be sold at various outlets throughout the town. Each year will feature one of the many landmarks of the Town of Eastham. The VSB will request that an appropriate portion of the Rooms Tax and Short Term Rental Tax proceeds be allocated to it.

Meeting adjourned at 4:43 p.m.

Respectfully submitted,

Faith Casarella, Acting Secretary

