



Eastham Visitors Tourism and Promotion Services Board Hybrid Meeting: Eastham Chamber, 2500 State Hwy and via ZOOM Minutes of Meeting August 29, 2022

PRESENT: Jim Russo, Chair; Bonnie Nuendel, Secretary; Kathy Bunnell; Faith Casarella. Also present, Lauren Barker, Eastham Economic Development Planner, Town Liaison.

Jim opened the meeting at 3:35 PM

MINUTES: Motion by Faith to approve July 25 minutes as written seconded by Kathy. Vote to approve unanimous.

SUMMER CONCERTS: Three concerts were canceled due to weather conditions. Our budgeted cost for the performers and sound engineer was \$2200. The supply of rack cards has held up well. Maybe next year fewer can be ordered. Jim recommends a "cheat sheet" for whoever introduces the acts and bids farewell; suggestions include sponsorship by VSB, location of rack cards, group name, indicate tip jar; thanks for coming, plugging upcoming act and any key town event, and cancellation policy for future concerts. Jim also suggested that next year's contracts clarify that the performers can use or not use Chris Blood for sound with no change in what they are paid.

MAP OF EASTHAM: Jim sent information to graphic designer Helena Lawrence of DaisyBug Designs. New icons will be inserted on the map indicating water filling stations, electric vehicle charging stations, EFFI gardens. Lauren volunteered to find Planning Board map that shows changes at beaches.

BUDGET ITEMS: Jim reminded us that just before last month's meeting Frank Dobek, president of EFFI, had written to the town requesting an increase in what he thought was the \$1,000 given yearly to EFFI by the VSB. Upon review, it was determined that the VSB budgets \$500 per fiscal year. The \$1,000 amount was a combination of two fiscal years as broken out on the accounting report. EFFI is looking to replace 20 bins that were taken from the transfer station. Jim, in a meeting with Laurie Gillespie Lee and Jacqui Beebe noted that the committee is not averse to increasing our donation to EFFI, since we canceled three concerts due to rain, leaving approximately \$2,200 in funds in reserve. The bins, however, are a DPW issue and should be purchased with DPW funds. Also, during the meeting with Jacqui, Jim said that any increase to EFFI would trigger a request to increase the annual budget not wanting to diminish the VSB's ability to fund a double-sided electronic billboard in the near future. If EFFI desires an increase in funding from the VSB, the committee will need advanced notice of any amount beyond the \$500 that is presently budgeted annually. Faith motioned to give EFFI \$1,000; Kathy seconded. The vote was unanimously in favor. VSB is still looking to be able to carve out funds for double-sided electronic billboard (approximately \$20,000) in the near future. Lauren was asked if grants exist for a tourism-related sign board.

HOLIDAY PLANS: Carols on the Green, Dec 3. Faith recalled that Stop and Shop as well as Shaw's each donated \$25 worth of cookies for the event. Faith will complete necessary paperwork for the donations when it's time.

Jim will contact Tom Faris regarding the Honors Chorus and his wife who directs the Eddy Elementary School choir for a return performance this year. Kathy requested that the children do a number by themselves. Bonnie will contact Chris Blood for the sound system. Faith will contact the Rec Department.

Lauren reported that the Rec Department is planning to have decorative holiday lighting either on T-Time or the Green. They are planning on having Santa and a food truck as well. Jim heard from owners of the Gift Barn that they are considering staying open longer this year and might be interested in participating. Jim mentioned that maybe a trolley could be involved to get folks to different sites in town. Jim volunteered to coordinate that. Lauren will keep us apprised of further developments by the Rec Department.

Discussion followed of the handout Jim provided re a holiday decorating contest in Dennis with no plan chosen for Eastham at this meeting. Dennis puts photos of homes that participate online so voting can occur; Lois Andre at the Dennis Chamber will have info. Faith stated that last year Sadie Hill did an informal lighting tour that participants could sign up for; a map was provided online. Jim mentioned that we would need a volunteer to photograph the candidates. He suggested double-sided yard signs indicating they were a "Holiday Light House". After judging, there could be an addition to the sign declaring the winning house. Kathy and Faith volunteered to work together (1) to create a message to the community about this, including a press release and eblast from the Chamber; and (2) formulate how it would work and cost: Application process? Who judges? Prizes? Time frame? Jim suggested one of the new Nauset Lighthouse ornaments might be a good prize and all agreed.

DÉCOR & LIGHTING: The VSB agreed to have Jim contact Meredith Fancy at Fancy Flowers to continue providing and installing Holiday wreaths on the gazebo.

BANNERS: The committee needs to investigate designs which would be fitting for a springtime banner.

NEW BUSINESS: Jim reported that the town Search Committee offered to help search for the missing fifth VSB member or that we could locate someone ourselves.

Linda Sassi notified Jim that town boards must select their members' positions on an annual basis (usually at the July meeting). Both Jim and Bonnie accepted the VSB members' decision to continue in their roles of Chair and Recording Secretary, respectively.

ADJOURNMENT: Kathy motioned that the meeting be adjourned at 4:55 pm. Faith seconded the motion. The vote was unanimously in favor. Next meeting is scheduled for September 26.

Respectfully submitted, Bonnie Nuendel, Secretary