**Destination Groton Meeting Minutes 3/2/2022**

Present via Zoom: Greg Sheldon, Jeff Gordon, Mairi Elliott, Joni Parker-Roach

Attendees: Judy Anderson, David Wang-Groton School student

**Agenda Item A-**Meeting Called to Order at 6:15pm

**Agenda Item B- Review and Approve 2/23/22 minutes**

**Motion:** Joni Parker- Roach moves to approve minutes from 2/23/22

Jeff Gordon 2nd

**Roll Call Vote:** Greg Sheldon, Mairi Elliott, Jeff Gordon, Joni Parker-Roach unanimously approve

**Agenda Item C- Community Service Interview with David Wang**

G. Sheldon Welcomes David Wang a Junior (5th Former) at Groton School who seeks to help his local community through the Groton Community Engagement Grant during the summer of 2022

David lays out that he is interested in helping small businesses and non-profits in town and lays out the steps of his proposed project

Step 1) Located at either Groton Public Library or the Prescott community center he will be hosting a “fabrication laboratory” to bring ideas to life through 3D printing – States he started the 3D printing club at his school.

He will make a 3D printer accessible to the public through his Grant funding during the course of his project

Step 2) Create a community website to connect businesses and centralize community information and events.

He would like there to be functionality for charitable donations, job searching, events, services etc. to build a tight knit community

J. Gordon- mentions the Groton Business Association website which has much of this functionality, as a place for him to start from.

G. Sheldon – mentions that Julie Platt runs the Groton Visitors Center and she could be a good resource

David also mentions he would like to update events on an ongoing basis

J. Parker-Roach relays her enthusiasm over the idea to have a centralized location for all events and community members

J. Gordon- states this is a very large goal for David to accomplish but adds the ideas of categorizing events by category so individuals might be able to subscribe to updates from a sub category i.e Wedding venues, historical, conservation

M. Elliott asks when his project due date is

David states he can begin work in the Spring and will be wrapping up the finished product by August 2022.

David asks in the spirit of it being a large project we are asking him to take on, how we would recommend narrowing down his scope of work. What categories would be of most importance to us.

Group responded with categories of Arts, Culture, History and Conservation as priorities

**Agenda Item D- Earl Carter Museum of Groton History**

G. Sheldon- Over 4k items in the museum and that alone will create a challenge in finding a location for it. Preferred location would be in the Center of town. He would like to form a group with town leaders to discuss the museum and the logical next steps and reach out to the Groton History Center

He would like to have Don Black and Connie Sartini as points of contact for this endeavor.

M. Elliott suggests that we have a representative from each Groton School and Lawrence Academy present for discussions

Potential locations: Groton History Center, Bank of America Building, McElroy warehouse on Station Ave. and the Waters House recently acquired by John Amaral.

There may be a strategy to discuss spreading the collection between several sites.

Next Step: Meet with Don Black and Connie Sartini

**Agenda Item E- Update Strategic Initiatives- Short term**

**Job Description-**

G. Sheldon reports no update from ally in Ayer

J. Parker-Roach tells the committee that after discussing further with Stuart Ikeda she has discovered that he is in fact doing the same thing for Concord and the description does not yet exist. He suggested we look at the Town of Newton as they have two current similar positions already filled.

She states that Mr. Ikeda can meet with us next week as well as Sheila Harrington. She mentions that Mrs. Harrington has suggested and contacted a friend and former state Rep Keiko Orall and current Director of MA travel and Tourism, join us next week as well.

G. Sheldon- mentions we can start meeting in Person and our Zoom option ends July 15 2022. He asks the group their thoughts on starting in person meetings.

J. Parker-Roach states it might be easier to invite guests while we are on zoom.

M. Elliott- states with the length and frequency of our meetings zoom is more convenient currently, but could alternate zoom and in person meetings.

All- agreed to stay on Zoom for now

J. Parker-Roach askes if all of her invited guests should be at the next meeting at the same time.

G. Sheldon- thinks no and that we should categorize our guests into purpose of meeting, i.e. marketing, grant writing, infrastructure etc.

J. Gordon- states our next meeting with guest should be about attaining funding and Sheila Harrington and her guest Keiko Orall- Director of MA Travel and Tourism would be best suited for that.

J. Parker Roach states she has those two scheduled for 7pm on 3/9. She can reschedule Mr. Ikeda for a day we will be discussing Marketing and Development

She also adds that Barbara Scofinio is a great resource for marketing written material/press releases

M. Elliott- suggests Ashley Doucette of the Groton Channel to join us in a meeting for collaboration

Judy Anderson audience member suggested that marketing meeting should be further down the road.

J. Gordon- asks if Lenox has a current economic developer position

G. Sheldon could not recall but will look into it.

**Advisory Groups-**

Agenda contains a working list of names for individuals and regional partners to include in Advisory group

G. Sheldon states this list may be missing some names

Group agreed that: Michelle Collette, Tom Delaney, Barbara Scofinio, John Amaral, Ashley Doucette and Lisa Fiorentino could/should be added

G. Sheldon states he will be arranging a site visit for the committee to Groton Hill Music center

He also states that Elena Powell on the list used to live in Lenox and now lives in Groton

He mentions Patrice Tedesco as well

**Public Forums-**

J. Parker-Roach asks again about the World Café model for the forums

G. Sheldon states it may be good to start with at the first one to be held at The Groton Center in West Groton but we should look at other formats for subsequent forums. States that the last forum should be held in center of town and be larger presentation format.

J. Parker-Roach offers her Patrick to come and speak with us regarding to world café format.

M. Elliott suggested Groton channel to film forums and post

J. Parker Roach mentions her son is getting married at Surenden Farm on 5/7 and perhaps the Groton channel can get some shots of that as well to add to our “events/weddings” section of promotion

M. Elliott asks if Groton channel has a drone

Judy mentions that John Ellenberger has a catalogue of videos for the Groton Oral History Project

G. Sheldon asks if they are accessible online

J. Anderson states she believes they are housed with the Groton History Center

**Agenda Item D- Capital Grant Discussion**

G. Sheldon reports his recent conversation with Mark Haddad

On the topic of a budget for our committee he was told that we could request a budget and to put together our cost expectations and request a budget

Expected expenditures:

Banner, Committee videos, refreshments, drone videos

On the topic of the Capital Grant for FY2 he feels that we do not have enough time to put a grant application together for this fiscal year.

He suggests we wait for FY23 and that Takashi Tada can help us with grant writing

J. Parker-Roach brings up wedding again and states that she is having an artist paint the ceremony in real time.

J. Gordon and M. Elliott suggest that we had that video recorded as well to be part of promotional videos and there may be a cost involved to add to the budget request proposal

M. Elliott asks if it is time to invest in a professional branding specialist to help create a logo and that may be part of our budget needs as well.

J. Gordon shows the GBA website and logo and mentions that he had friend to the association (Scott Wilson) create it.

G. Sheldon- Some long term budget goals: Trails signage, maps, interactive tour media, Funds for Earl Carter collection to be requested in FY23 grant requests

J. Gordon brings up web hosting costs for URL names and states that DestinationGroton.com is available for $1,600/year

M. Elliott suggests other names of website that would be more used to search i.e

VisitGrotonMA.com which is $10/year

Action item: Hone in on Website name

G. Sheldon will clarify who can own the website long term, likely the Town to purchase.

**Agenda Item F- Long term Initiatives**

G. Sheldon states he would like us to culminate our activities toward the 375 year anniversary. He suggests our Kick off is at the opening of Groton Hill Music Center and our end goal for completion should be in 8 years at 375 year celebration

**Agenda Item G.- Other issues**

G. Sheldon mentions that Mike Chaisson has requested headshot photos from us for the Town Committee Website

He would like us to add the link to the GBA Destination Groton Report and a link to the video of Groton J. Gordon has made

J. Gordon states he will need to retool the video to remove his business branding from it but will do

G. Sheldon reminds us of the zoom meeting with the Mass Executive office of Housing and Development for the Grant writing

Meeting adjourned at 8:20pm.