**Joint Destination Groton Committee Meeting and Cable Advisory Committee**

**Minutes**

**Thursday June 9, 2022**

**4pm via ZOOM**

**Present for DGC:** **Greg Sheldon, Mairi Elliott, Joni Parker-Roach**

**Present for CAC: Ashley Doucette, Robert Piche, Eric Fischer, Janet Sheffield**

**Attendees: Judy Anderson**

**Joint public meeting opened by Greg Sheldon at 4:07pm.**

RPiche opens with welcoming remarks to DGC members and starts the conversation with a question of how can we help each other.

GSheldon synopsizes DGC charge. He brings up Groton Hill Music and that attracting visitors to town brings challenges. He discusses how the GBA report identified some primary areas of concern and part of our work is to help prepare residents for that through public outreach. He urges the CAC to read the GBA report and emphasizes the DGC’s desire to work together with all committees on what they need to execute their visions.

EFischer asks if we have identified our metric to measure economic impact, would that be for example visitors vs. revenue?

GSheldon points to the Stephen Sheppard letter our committee recently read indicating the $21 million in impact projected to start coming in the next three years after GHM opens. He states that we are trying to capture some of that and learn how we can best prepare our infrastructure.

RPiche asks ADoucette about the DGC’s next Public Forum and if it will be recorded. She relates that it has been predetermined that this one will not be recorded. The first was recorded and the last will be, as well. There was an overlap for staffing needed at Riverfest. He then offers to take a camera and record for us. They decide to discuss after the meeting and determine the best course of action.

JSheffield brings up that she has reached out to the marketing team at GHM to start working together and to Julie Pampanella for tour but they have not yet been able to solidify plans.

GSheldon tells the CAC that the DGC have a good relationship with Lisa Fiorentino and a scheduled tour of the facility later in the month. He offers to bring a camera to our tour and get some footage of the facility as it is to be added to a future completed building video tour. All agree that GSheldon will ask Lisa Fiorentino for permission and then ADoucette will give us a camera to operate while we are there.

ADoucette then brings up the long list of assets the town has and offers to get footage of some for us.

GSheldon points back to the budget money we acquired with the purpose of spending $15k in this fiscal year on tourism in order to apply for a grant with MOTT in FY23. We are committing some of that money to videos of the assets already.

GSheldon then moves the conversation to the financial state of cable access across the country and wonders how impacted the Groton Channel is.

ADoucette states that she has a date in the future where they run out of funding. She states that they are trying to raise funds through Home Page sponsors or program sponsors and hopes to partner with us in the effort.

GSheldon brings up DGC’s meeting with Senator Cronin and talks about earmark requests. He encourages the CAC to develop relationships with our State Reps.

ADoucette states they are members of MassAccess, a cable access coalition that is active in the political arena. She also mentions that The Groton Channel publishes Sen. Cronin’s own cable access show and he is a great supporter of cable access.

GSheldon then moves on to the thought that Groton is already a Destination with its current assets including fine dining, trails network, history etc. He then discusses our plan to create vertical videos in categories. He states there is potential there for Groton Channel to help us create those with preexisting footage.

EFischer tells the DGC that The Groton Channel has a reach into 90% of the homes in Groton and Littleton. He states that despite that viewership, they have not had luck with fundraising through Sponsorships.

ADoucette states that they cannot get paid other than sponsorships.

GSheldon brings up the idea of a “Live from Lincoln Center” type show with GHM, not a full live performance, but a posted video of what happened that week at GHM. He mentions that GHM has a reach in to 60 towns in the region. Lisa Fiorentino may be open to the idea and the DGC will bring it up with her.

ADoucette that often times the obstacle with that idea is the performers not wanting to be recorded. She suggests that Robert Piche bring back his “Spotlight” show and could do a review of Performances done at GHM.

Sheldon asks if DVD’s would be a possibility for sale. ADoucette states that they cannot be privatized. She states they do occasionally provide to parents at performances for sale.

EFischer asks about GrotonFest and partnering with vendors for sponsorship and collaborating with them to produce something at GrotonFest.

JParker-Roach brings up the idea of the Art Salons that she is considering starting at the Groton Inn once a month. That could be a source of sponsors and perhaps they could be recorded.

JSheffield asks where our videos will be posted. MElliott replies that we are working on building a website and that plan is to post there and push out to other advertising avenues from there.

GSheldon brings up that Groton had the heaviest casualties of Minutemen fighting in the Battle of Bunker Hill and a memorial is something the committee is considering. That could be an opportunity to create a show or video spot about Groton’s history in that historic battle. Discussion on that idea relates to perhaps being a documentary.

RPiche also brings up MElliott weekly events calendar and wonders if she could give an update on what the DGC is doing to the town. MElliott thinks that perhaps a monthly separate update might be more productive.

ADoucette and MElliott then discuss the possibility of crafting commercials for the Town’s assets out of existing footage.

Discussion around Earl Carter museum starts and the idea of the collection being video recorded, along with Mr. Carter narrating certain stories on particular items, comes up.

Judy Anderson states that Mr. Carter was scheduled to be recorded for the Groton Memories oral history project, but had to reschedule due to health issues.

GSheldon and MElliott discuss the idea of a Groton History show that could be produced and sponsored.

EFischer asked if the DGC has extended feelers to Lawrence Academy and Groton School for fundraising.

GSheldon and ADoucette come up with action items to work on jointly: Work with Joni Parker-Roach on art salons and get recorded sponsorships, Groton Channel to compile footage to create a Groton commercial (DGC will come up with list of locations/events) and DGC to connect with Groton Hill and record their visit.

**DGC leaves meeting at 5:20pm**