**Destination Groton Committee Meeting Minutes**

**Tuesday August 16, 2022**

**ZOOM**

**9:30 AM**

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

**Minutes kept by Deb Buckley for her part of the meeting from 9:30-10:30am**

**NEXT MEETING**

Tuesday, August 23, 2022

9:30 - 10:30 (Website and Marketing)

<https://us02web.zoom.us/j/88312803585?pwd=NkZFZk5HR2d3dHJ6NlZtK0p0L3JEZz09>

**TEAM MEMBERS**

Greg Sheldon [gsheldon@grotonma.gov](mailto:gsheldon@grotonma.gov)

Julie Platt [jplatt@grotonma.gov](mailto:jplatt@grotonma.gov)

Jeff Gordon [jgordon@grotonma.gov](mailto:jgordon@grotonma.gov)

Mairi Elliott [melliott@grotonma.gov](mailto:melliott@grotonma.gov)

Joni Parker-Roach [Joni@noagallery.com](mailto:Joni@noagallery.com)

Barbara (to be added) lead website author

**ACTION ITEMS - Team**

Study:  [www.destinationwilliamstown.org](http://www.destinationwilliamstown.org/)

* will reach out to Facebook Groton friends and family and put a call out to all photographers to share their pictures with credits to the DGC project.   Please direct the artist(s) to email photos to Mairi.  Mairi will add them to a shared file in GOOGLE DRIVE!
* Imagery:  We can discuss this but I would love to use the art images in ART and CULTURE and the still-life photos throughout the site.  We can discuss this in greater detail next week.

**ACTION ITEM - Mairi Elliott**

* Will be the keeper of the images.
* Mairi, here are some notes I captured that you might want to add to your business meeting minutes:
  + Greg to reach out to the History Center to discuss Earl's exhibit
  + Joni would like the Sept 8th Artist Reception from 5:30 - 10:30 pm added to the calendar.  Should this action item go to Julie?
  + Next February 2023 is the matching grant program

**ACTION ITEM - Jeff Gordon**

* will give Deb access to the GoDaddy and URLs currently purchased
  + DestinationGrotonMA.com
  + DestinationGrotonMA.org
  + DestinationGrotonMA.gov (?)

**ACTION ITEMS - Joni Parker-Roach**

* email Sheila and Doug regarding the .com vs .org and will report back.
* send out the sample watercolor palettes for discussion next week to the team during the week of 8/14
* get Barbara's full contact information to Deb, last name, email, and phone # so Deb can reach out to her

**ACTION ITEMS - Deb Buckley**

* will give the team access to portions of the DGC PLAYBOOK.
* to provide data and feedback on keywords destination, experience, and discover
* call DestinationWilliamtown re: .org vs .com
* put together a work-in-progress timeline for September/October meeting (logo, tagline, website navigation, tone and more)
* navigation schema for review at next week's meeting
* add Go To Market (GTM) section in DGC Playbook/Launch plan

**Minutes Kept by Mairi Elliott for Deb Buckley’s part of the meeting**

**Meeting opened at 9:40 AM**

Greg Sheldon updates committee that he has not yet heard back from Richard Chilcoat or the Groton History Center regarding their level of involvement with the Earl Carter collection. He also mentions that he intends to reach out to Sami to get some guidelines around CPC funding.

Deb Buckley joins meeting. She asks for access to URL and JGordon will give her the access.

She states that she plans to put together a navigation plan next week, as well as a more detailed timeline.

Deb asks GSheldon if he has a specific desire for a deliverable in the month of September or October. He states that he would like to have to website to preview by Town Meeting, which is late October, but if that’s not a possibility, he would like the logo and tagline to be finalized and to have the tone of the website set.

It is agreed that our site should be linked to the Visitor’s Center and Groton Business Association. It is also agreed that the home page should be organized around the events Calendar.

Discussion on .com vs. .org again and it is decided we will be a .com.

Navigation tabs discussion- Ideas: Experience, Adventure, Engage, Explore, Discover, Historic, Listen

Deb Buckley leaves meeting at 10:32 AM.

GSheldon would like to find out how many weddings are held in Town. JGordon will do research. Sheldon mentions sending out a Town-wide survey through GELD.

Discussion on creating a customer survey or a Review of Town for customers at local businesses. Surveys for visitors to school sport games are considered. Julie and Jeff will create customer survey. JParker-Roach will contact Groton Inn to inquire about their research into Groton before they decided to open here. GSheldon suggests we reach out to Chronicle and partner with the Groton Inn.

JPlatt asks if we are getting a booth at Grotonfest and offers to share with Groton Visitors Center. It is decided we will get a booth.

MElliott brings up Nashoba Valley Living magazine and suggests we purchase a full page ad. Committee agrees. It is suggested that Groton School and Lawrence Academy also take out ads.

GSheldon brings up Sept.1 visit to GHM with Rep. Sena and asks who else we should invite, as we can have 6 total. JGordon suggests Andrew Shepherd. GSheldon wonders if we should invite other candidates. Committee suggests that we open to all current candidates. JGordon feels that they should be separate.

GSheldon tells committee we have Andrew Shepherd scheduled to meet next week at 10:30 and Lynn Archimbault at 11am.

JGordon leaves meeting at 11:15am.

JParker-Roach brings up that Art Scope magazine will be doing an article on the Arts in Groton in the spring and we should put an ad in their Spring issue.

JParker-Roach brings up the Earl Carter museum and GSheldon states that he is hoping to hear back from the History Center on if they want to take the lead and if not then we can brainstorm our ideas including potential for the Prescott house that GHM is proposing to tear down. The Historical Commission has said that they would impose the 18-month delay, and we could have a window for making that a possibility for the museum.

Sheldon asks committee to start considering possibilities for fundraising around the Prescott house and Carter Museum.

Meeting adjourned at 11:36 am.