**Destination Groton**

**Meeting Minutes**

**8/23/2022 9:30-12**

**Via Zoom**

**Members present: Greg Sheldon, Julie Platt, Joni Parker-Roach, Mairi Elliott**

**Jeff Gordon joined at 9:55am**

**Guests: Deb Buckley, Andrew Shepherd, Lynne Archambault**

**Meeting opened by Greg Sheldon at 9:37am**

**Minutes Kept by Deb Buckley from 9:37-10:30am**

**G-DRIVE RESOURCES**

[Photo Library](https://drive.google.com/drive/folders/18KEt7oH8fQX9tbaw1L4w0kZg1Zt6iFPT)  (Mairi's Resource)

[DGC Playbook](https://docs.google.com/spreadsheets/d/1UYi8qelwlpZ4Jy3UQE8oHCL6SDk0f0d69Oz_JFSg45o/edit?usp=sharing) (Deb's Resource) - Team has commenter access

**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)

**SUB-TEAM MEMBERS**

Barbara Scofidio (Website Copyrighter.  Deb to call Barbara)

AJ Pecukonis(Videos. Jeff will extend the invitation to AJ to join our call)

**ACTION ITEMS  Team**

* Study [www.destinationwilliamstown.org](http://www.destinationwilliamstown.org/) .  (ONGOING)
* g)
* 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 GDC project.   Please direct the artist(s) to email photos to Mairi.  Mairi will add them to a shared file in GOOGLE DRIVE!   (DONE)
* 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. (DONE)
* It would be wise to develop a nomenclature (naming convention for images).  We can add this to our discussion next week.  Examples:   Winter-Heron-in-flight.jpg
* Mairi, here are some notes I captured that you might want to add to your business meeting minutes:
  + Greg to reach out to the historic 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**

* Jeff will give Deb access to the GoDaddy and URLs currently purchased
  + DestinationGroton.com
  + DestinationGroton.org

**ACTION ITEMS Joni Parker-Roach**

* email Sheila and Doug regarding the .com vs .org and will report back.  (DONE)
* send out the sample watercolor palettes for discussion next week to the team during the week of 8/14
* get Deb Barbara Scofidio's full contact information, 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 (Done)
* to provide data and feedback on keywords destination, experience, and discover (Done)
* 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 (review / approval)
* add Go To Market (GTM) section in DGC Playbook / Launch plan  (DONE)

**Deb Buckley leaves meeting at 10:30am**

**Andrew Shepherd joins meeting**

Greg Sheldon gives Mr. Shepherd the rundown of what the committee was formed for and what we are doing and how that ties into a regional vision, as well as working with state officials for grant opportunities.

Andrew Shepherd notes that the regional component is especially helpful when asking for state funding for projects. He read the GBA report and feels it was excellent and informative. He tells committee he will support our mission and believes we are smart to get ahead of the challenges before they arise.

JPlatt tells him that we will need a strong partnership and guide to access funding. Mr. Shepherd replies that his intention is to be as accessible as possible if elected. He feels that Groton Hill Music has done its job in raising private funding and he feels it is now time for the state to step in with funding to support the town through this change.

JParker-Roach emphasizes how important it is to preserve what we have for generations.

Mr. Shepherd tells the committee some of his background in working with Sheila Harrington and Governor Baker. He is also a local family man with an understanding of farming and financial struggles, as well as being a call fire fighter in Townsend. He emphasizes that he is here to help.

Andrew Shepherd leaves meeting at 11 am.

**Committee discussion while waiting for Lynne Archambault**

GSheldon states that he has us penciled in for a meeting with the Select Board on Sept. 19, and that the tour with Rep. Sena at Groton Hill Music is scheduled for Sept. 1.

He tells us that Lisa Fiorentino is moving into her offices at GHM on 9/26. It is decided to send her a bouquet.

He brings up Harvard Magazine and their recent article on Groton Hill Music. He would like that added to our webpage. Jeff will speak with Mike Chaisson to have this added.

Prescott House update- Historical Commission will go for for 18-month delay in demolition if it is proposed to be torn down by GHM. They will then hold a public forum.

Jeff Gordon leaves meeting at 11:20am

GSheldon states that there may be a window of time in which we could broker an agreement between GHM and town on preserving Prescott House. He states there is history of GHM telling the town Prescott would not be torn down, in favor of tearing down the Bates property.

**11:30 am Lynne Archambault joins meeting**

GSheldon again runs through our purpose and impetus for being formed. He emphasizes that the region is involved with what we are doing because traffic is not a one-town issue. He tells her we will need infrastructure upgrades, including signage and public restrooms. He tells her that it can be difficult to identify and apply for grants when there are so many options, and having an ally in the state leadership would be very helpful. He tells her there is ARPA money still on the table that needs to be submitted for by 2023. He tells her we would like to put together a blueprint for pursuing funding.

Lynne Archambault says that GHM is very exciting as far as community development and increasing property values and being a more desirable location to live in. She asks what our three main goals are. Sheldon states a traffic study and analysis is up at the top, but that our time horizon is 10 years out and we plan to culminate our work at the 375th anniversary celebration in 8 years.

JParker-Roach states that through history, Groton has been a gateway or a hub of activity in the region and our goal is to preserve what we have and be good stewards to it, while capturing the regional revenue potential from GHM.

Lynne Archambault states that it can be difficult with two Representatives for one town. GSheldon states it can create an opportunity for a regional effort with Rep’s working together for a common goal.

LArchambault tells committee about herself and her history and motivation for running for State Rep. She feels strongly about students in schools having cell phone/internet restrictions.

Committee wishes Ms. Archambault luck in the primary election and looks forward to working with officials in the future.

**Lynne Archambault leaves meeting at 12 pm.**

Committee discusses inviting Congresswoman Trahan and Joni Parker-Roach will reach out to her through Deb Busser.

GSheldon suggests we offer a GHM tour.

**Meeting adjourned at 12:15 pm**