**Destination Groton**

**Meeting Minutes**

**9/6/22**

**9:30-11:30**

**Via Zoom**

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

**Guests: Deb Buckley**

**Meeting opened at 9:32am**

**Deb Buckley begins**

DBuckley tells the committee that she has placed a link to the committee playbook in our emails for us to follow along with the timeline.

She discusses with Mairi the naming process for nomenclatures of photos. They will drill down on this together to develop a good pattern. She explains this helps with Search Engine Optimization. It is determined that the committee will also embed the artist name and the description in the title.

Mairi will set up and learn Twitter and create an account.

JGordon mentions that the next interview AJ has scheduled is with Mark Haddad.

10:45 Deb Buckley Leaves meeting

**Grotonfest-**

GSheldon goes over the draft survey for residents that he has created to be distributed at Grotonfest. The committee discusses the logistics of how surveys will be handed out and completed - at the table clipboards and QR codes are the solution.

Jeff Gordon will have the survey added to the Town page and have it printed before town meeting. MElliott will work with Deb Buckley to finalize SurveyMonkey surveys with same questions to be recorded and compiled electronically.

JPlatt leaves meeting at 11am.

**Advisory Groups-**

GSheldon shares what he has compiled for names for distinct advisory groups. He asks the committee to review and get back to him with any additions or deletions.

He then shares the draft of the advisory letter that he has written to invite these members to the advisory groups.

MElliott Asks if the intention is that these groups will be done by the end of the year. Sheldon states that it is his intention for there to be an orientation meeting in late September and then set up meetings to complete their tasks by the end of the year. He states each advisory group will identify their specific challenges and solutions and create a chapter. MElliott suggests that we remove last sentence about completing by the end of the year, as this might be alarming to invitees that we're asking them to do a large amount of work in a short amount of time.

**Review of Tour with Rep. Sena-**

G Sheldon states that the meeting with Representative Sena went very well, it was a very successful tour, and Representative Sena is very enthusiastic about the possibilities that this facility brings to the region. He then tells the committee that he has a call into Senator Cronin's office for a tour along with Michael Bobbitt, head of the Mass Cultural Council.

JParker-Roach states that she has reached out to Trahan’s office and received a questionnaire that needs to be filled out. It is determined that she and Greg will collaborate and submit this questionnaire.

GSheldon states that there is still a significant amount of ARPA money that must be spent by 2023 and getting a meeting with her will be very helpful to us.

**Groton Herald Article-**

GSheldon states that he would like to connect with the editor at the Groton Herald to clear up some misunderstandings. He also plans to brief the editorial board prior to our meeting with the Select Board that he is planning a meeting with Jeff, himself, and Russ Harris of the Groton Herald.

Meeting concluded abruptly at 11:30 am due to Zoom.