**Destination Groton Meeting Minutes 9/13/22**

**9:30-12pm**

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

**Guests: Deb Buckley, Judy Anderson**

**Meeting opened at 9:30am**

**Deb Buckley starts her portion of the meeting**

She states that she updated the timeline on the Google drive and had a content meeting with Barbara Scofidio. She suggests that we will be approving the website on September 20th. She believes that the logo will be ready by the end of September she states that the color palette has been chosen to be purple, blue, green in warm tones. She brings up the issue of photo storage and all images and wonders if it should be the committee members individual or the town IT. She will connect with Mike Chaisson and determine what is best.

Deb states we will not have a logo by Grotonfest.

Deb tells the committee that she has created a Google form for a newsletter capture and suggests a form for businesses to link to the website and she will create SurveyMonkey.

**Press relations-**

Greg Sheldon suggests that Deb Buckley subscribe to the Groton Herald so that she can stay apprised of the happenings in Groton.

Greg tells the committee that he and Jeff met with Russ Harris of the Groton Herald and he planned to visit us to do a story about the regional component of our plan for economic development. He wonders if it's better to have just Jeff and Greg or the whole committee be interviewed. The committee would like to be able to submit their input for an article.

Julie Platt wonders how that would work with Open Meeting laws, if we are all present, but not having a “meeting” and just being interviewed.

Judy Anderson suggests that if we post the meeting, it is not likely that many people will come anyway, and we could hold the interview out of Town Hall as a posted meeting.

Deb Buckley suggests that she would like to put together a “party line” document for us all to have talking points that keep us on the same page.

She suggests a monthly publication or video to apprise the stake holders of what we are doing. MElliott suggests a monthly show on the Groton Channel to be hosted by committee members and give synopsis of what we have done over the last month in brief digestible bits.

Deb Buckley then suggests we create a media list to be sent produced videos and articles to be published. She states she would like us to start a newsletter in which we essentially turn our Minutes into stories. Joni Parker-Roach suggests a weekly newspaper update. Mairi and Julie step up to head the organization of the newsletter.

**Advisory Groups-**

GSheldon presents the edited “invite” letter and wonders if it's too long. Julie Platt states she will add to the list of names and edit, along with titles.

Joni Parker-Roach would like to invite Elizabeth Piene-Goldring to Arts and Culture. MElliott suggests that the private school participants should be in the Events Group, and it is also decided to add the Lawrence Academy Headmaster, Dan Scheibe.

GSheldon states when we have decided on groups, we will need to have our marching orders to give to them so they can be self-driven.

JPlatt asks how we are planning to structure the advisory groups and what will be motivating them to complete their work or meet? GSheldon states that his vision is that we each individually chair an advisory group, each one will have a directive and create a chapter for the strategic plan. We will need to write a specific charter for each group.

MElliott asks if all committees are identifying grants for their sector or if that would be limited to the Finance group.

GSheldon states that the large picture is understanding and implementing what needs to be done. He will revisit the letter and be more specific about implementation and then set up a presentation for the groups with our directives.

Judy Anderson suggests that once there is a Master Plan Committee, one of us should be on it.

**Nashoba Valley Living Update-**

MElliott met with Gary Forzese last week and reports that he is still in gathering-advertiser mode, but he is hoping to receive cover photo ideas from us. He specifies that they need to be vertical.

**Grotonfest Update-**

We will be sharing a table with the GBA and have flyers on the table. It is proposed that the Public Forum flyer we have made be printed and available for hand out. It is decided that it will be cut down to one page with a link to the website with the full flyer.

Judy Anderson suggests that people will likely only look at one chart - it seems best to say “for more info go to website”.

Decided that the survey from Survey Monkey will be printed and available. Sheldon also states his intention of sending the survey out through a mailer.

**Other Issues**

Sheldon tells committee that the scheduling process has begun with Senator Cronin’s office for a tour of GHM with Michael Bobbitt.

He then updates the committee that Richard Chilcoat has been in touch and that the History Center’s primary goal and project right now is growing their endowment. They cannot take the lead in the Earl Carter Project.

It is then discussed about how to approach the work of saving Mr. Carter’s collection. MElliott suggested that we create a separate advisory group dedicated to this project. After some debate about reorganizing current advisory groups, it is decided that this should have its own working group.

Meeting adjourned at 12 pm.