**Destination Groton Committee Meeting Minutes**

**Tuesday, September 20, 2022**

**Zoom Meeting 9:30-12:30**

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

**Guests: Deb Buckley**

**Meeting opened at 9:30am**

**Deb Buckley starts her portion of the meeting from 9:30-10:30am**

1. Assigns MElliott to be the keeper of contacts and the main email address will be [info@destinationgroton.com](mailto:info@destinationgroton.com)
2. MElliott and Deb to edit survey and input to Survey Monkey
3. MElliott to create QR codes
4. JGordon will crate stand alone webpages for surveys for easy linking.

Deb leaves meeting at 10:30 am to return later.

**Agenda Item 1- Marketing**

Review of completed videos by videographer- Completed: Mark Haddad, Paul Funch- discussion on which should be prioritized to be done next. Dependent on availability of committee members. TBD.

**Agenda Item 2-**

**Advisory Committees**

GSheldon brings up that our initial list of names for advisory committees includes 83 names. Committee agrees this is too many and discusses the appropriate amount for each sub-group. Sheldon suggests 3-5 members plus one DGC member to chair.

JPlatt has created a spreadsheet with all names of suggested.

JGordon emphasizes that community members who are proactive in wanting to help should be prioritized with some sort of system in place to facilitate their desire.

MElliott suggests filling a concrete number but to have flex space available for those who strongly desire to participate that weren’t specifically invited.

GSheldon will edit the reduced list and send for review, with the committee agreeing a base number of 4 plus a DGC member is a good start.

**Agenda Item 3-**

**Earl Carter Collection**

GSheldon apprises committee of his meeting with the Historical Commission at their last meeting and that he gave a presentation on our desire to help Earl Carter’s collection find a home to be displayed. He relates that the Historical Commission is not in a position to lead this effort, but would support it. They will discuss amongst themselves and identify which member of theirs will actively participate in this with us. He mentions points that were brought up in the meeting that are important considerations, such as legal ownership of items, a bequeath or a purchase by the town, how do things need to be stored properly and costs associated.

Sheldon’s next step is to get in contact with Don Black, who has identified himself as a liaison for Mr. Carter.

Committee agrees that this project could fall into the MOTT grant, which is due in February.

Sheldon also brings up that the town Community Preservation Commission has funds available, and their application is due in September and then funded after Spring Town Meeting.

GSheldon brings up the pending tour with Senator Cronin and Michael Bobbitt of MA Cultural Council at Groton Hill Music and would like to combine the purpose to include Earl Carter Collection.

MElliott wonders what the structure and oversight of the Earl Carter advisory would be. How involved would Destination Groton be as a whole or as individuals?

JParker-Roach feels it is important to have oversight and that our group should be tied to the project, as it is creating a meaningful destination in our town, leading to the ability to apply for grants for this project.

JGordon suggests we discuss with someone close to Mr. Carter the topic of selling vs. bequeathing the collection to the town. He also suggests that the Groton Inn and Gibbet Hill could find space in their locations for parts of the collection.

JParker-Roach reminds everyone that the collection will need to be stored, and ultimately displayed, in climate-controlled facilities.

JPlatt mentions that we are not the only group interested in doing something for this collection and points out that the Mountain Lakes Club is having a benefit trail run for Mr. Carter.

GSheldon will reach out to Don Black and Bob Collins for legal advice.

**Agenda Item 4-**

**Grotonfest**

Committee discusses timing and schedule of who will be present in the booth and their roles during the day.

Edits made for final printing to public forum handout – JParker-Roach will complete.

Finalized questions for Survey Monkey survey and converting to printed material- MElliott and Deb Buckley will complete.

JGordon will collect all files and send to printer.

Deb Buckley returns to meeting 11:35

**Deb Buckley leads meeting through first look at logos**

Four logos with the designated colors are shown. All have a drawing of Bancroft Castle. Some are lighter than others. When asked for first reactions, MElliott states that it’s her opinion that Bancroft Castle is not a good representation of the historic nature of our town and the location itself presents a current traffic and parking hazard. Others would like to see something less similar to Groton Hill Music’s logo and feel the lines are too harsh. In discussing options for next steps, members express the things they would like to see change in this logo and things that they do not want. JParker-Roach emphasizes that a barn image is not what she wants to see.

Deb will go back to the drawing board with the design team and listen to our feedback.

Deb Buckley leaves meeting at 12:15pm

To Do’s prior to Grotonfest discussed and assigned.

Meeting adjourned at 12:30 P.M.