

# **Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Mairi Elliott, *Clerk*

*Julie Plat, Member*

*Joni Parker-Roach, Member*

Julie Platt, *Member*

Joni Parker-Roach, *Member*

**Town Manager**

Mark W. Haddad

### **TOWN OF GROTON**

173 Main Street

Groton, Massachusetts 01450-1237

Tel: (978) 448-1111

Fax: (978) 448-1115

**Destination Groton Committee Minutes**

 **Thursday, September 29, 2022**

**First Floor Meeting Room**

**Town Hall**

 **2 pm – 4 pm**

**Members Present: Greg Sheldon, Jeff Gordon, Mairi Elliott, Julie Platt**

**Guests: Judy Anderson**

1. **Review and approve Minutes**

**Motion: Julie Platt moves to approve minutes from 8/10/22, Jeff Gordon 2nd**

**Unanimous approval.**

1. **Marketing Plan: Deb Buckley: Website/logo/tagline/etc.**

**A.J. Pecukonis: Video update**

**Gary Forzese: Nashoba Valley Living**

**Logo/Tagline**

Deb Buckley could not attend this meeting, progress on Logo design is forefront of discussion.

GSheldon recommends to committee members to use an app he found called Wix, to come up with designs to send to Deb for feedback.

MElliott shows some designs she has mocked up on Canva. Sheldon reminds committee of the logo guidelines we have been instructed on by Deb Buckley and to try to adhere to that as best we can.

JGordon states that Grotonfest is doing a new logo and wonders if we want to use the GBA tree in our logo. GSheldon feel that the throughline for images is Drumlins, not trees and Gibbet Hill specifically. He encourages the committee to work on design ideas and have them ready for next meeting.

JGordon considers asking a business friend to work up a logo. Sheldon emphasized that the desire is to have hills, trees, and rivers.

JPlatt asks if we are still “Destination Groton” or “Groton”. Sheldon feels it’s best to leave “Destination” off of Logo and introduce “Experience” MElliott brings up the previously liked tag line “Come for the Beauty, Stay for the Experience”. GSheldon feels it is too long. He feels we need to focus in and aim to nail down specific tagline and logo by next week.

**Nashoba Valley Living**

Discussion on where videos are being stored. MElliott will create Google Drive folder.

MElliott then shows options for vertical photos to be used on Nashoba Valley Living cover. She will narrow options and send for votes. She asks if we have a stance on steeples in the photo. Committee agrees steeples can be used in other media, but feels it’s best to not have one on the cover of a magazine. JGordon wonders if we should have a river photo in the mix. MElliott will source some and send for vote in final round.

Judy Anderson suggests that the Magazine write an article about the region and why Groton is the Hub of it and has been historically.

MElliott will create full page ad mockup and have options ready. She suggests that if we are not getting to write the intro article we could write our own narrative on our ad.

**Videos**

JGordon states we have 2 videos completed, with Mark Haddad and Paul Funch, and MElliott adds that she just completed one last week at the Farmer’s Market. JGordon asks who we should prioritize for next interviews.

Committee has discussion on if we should be inviting members or Chairs of Committees. Agree that Chairs would be best. Committee feels Conservation Commission should be a priority. MElliott will reach out to Eileen McHugh. They also discuss the Celebrations Committee and Don Black, as well as members, but not chairs, of Historic Districts Commission (Josh Vollmar) and Conservation Trust, (Brian Bettencourt) for a younger perspective.

Discussion on a standard script for videos. Committee agrees that they should be more brief and more specific to the highlights of each asset in town. MElliott will also start interviewing people and helping AJ Pecukonis get shots of specific places in town for seasonal shots.

**Discussion**

GSheldon brings up that it is important for us to start tracking our economic impact. He states that as of now it is unknown, but it is very possible to address some of our infrastructure issues with the increase in tax revenue if we can track it. MElliott feels that we want to demonstrate to the townspeople that we are impacting tax revenue, that we are doing something good for the town and alleviating their personal tax burden. JPlatt states that the key point is to actually capture the revenue.

Trish Dufresne, Town Accountant, stopped in and was asked by the committee what the current rate of revenue growth is vs. expenses. Off the top of her head, she estimates about 3.5% revenue growth and 4.5% expense growth. JGordon feels that every penny we bring in can reduce that expense growth and raise the revenue growth, ultimately reducing taxpayer burden. He states that this year alone in the first quarter we earned $89k from room and meals tax.

1. **Discuss size/names of Working Groups**

**: Infrastructure**- Julie Platt to chair, she will add to list of potential names

**: Commercial/Nonprofit Development-** Jeff Gordon to Chair

**: Community Events-** Joni Parker-Roach to chair

**: Marketing-** Mairi Elliott to chair

**: Finance and Grant Development-** Greg Sheldon to Chair

**: Regional Partners-** Jeff Gordon to chair

**: Earl Carter Exploratory Committee-** GSheldon explains that Don Black plans to speak with Mr. Carter this week with a discussion outline provided by Sheldon. JGordon suggests that John Amaral should be on committee due to his combined properties and locations in town. Judy Anderson suggests Michael Danti of the Historical Commission.

1. **Grotonfest Survey Feedback**

Item skipped due to Deb Buckley not being present and she has access to survey results.

1. **Discuss date for Advisory Group briefing and Select Board presentation**

Committee sets tentative date for Advisory Summit on October 19 at 4pm in Prescott. GSheldon will reach out potential members for availability.

1. **Other Issues: Update Senator Cronin tour of GHMC**

**: Media Plan: Groton Herald interview, etc.**

**: U.S. Rep Lori Trahan update**

**: Form (Joni and Greg**

**: Town-wide Survey (GELD mailing)**

**: set next meeting date/time**

GSheldon runs down a list of our accomplishments thus far. He would like to launch a media plan for fall of ’22. He would like to add a Newsletter and a Cable TV show. JPlatt feels a quarterly Newsletter is more manageable than a monthly.

Discussion on Groton Herald and when we are meeting with Russ Harris. Committee needs to clarify if all can attend a private interview or if it needs to be made a public meeting.

Sheldon then discusses upcoming CPC grant application in September and formal application being due in December. We would then write the application for a matching grant from MOTT for $250k. He explains that the CPC would not fund until after a vote at Spring Town Meeting.

He states that over the next few weeks, Senator Cronin’s office will be reaching out to Michael Bobbitt for a joint tour of Groton Hill Music and this poses an opportunity for more and more grant funding to build upon itself. He feels the CPC funds we are asking for would be used primarily for the storage of Mr. Carter’s collection.

Sheldon asks the committee if they feel CPC funds should be used for anything more immediate.

JPlatt feels the collection is a good way to show the Town that we are doing something for them.

Judy wonders if we mean the Town or Townspeople? And makes the distinction. She asks if the Carter committee would be Town-sanctioned or just knowledgeable people who understand fundraising and the specifics of museum quality storage and display. Committee agrees that this needs to be defined more through a conversation with Town Manager.

**Meeting adjourned at 4:17 pm**