

# **Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Mairi Elliott, *Clerk*

Julie Platt, *Member*

Joni Parker-Roach, *Member*

**Town Manager**

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### **TOWN OF GROTON**

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**Destination Groton Committee Minutes**

**Wednesday October 5, 2022**

**First Floor Meeting Room**

**Town Hall**

**3pm**

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

**Julie Platt at 3:37pm**

**Guests: Judy Anderson, Deb Buckley, Gary Forzese**

**Focus Group guests**

**Meeting opened at 3:10pm**

**Agenda item 1- Approve minutes from 8/16/22**

**Motion-Joni Parker-Roach moves to approve meeting minutes from 8/16/22**

**Unanimously approved**

**Agenda Item 2- Gary Forzese-** moved to later as Mr. Forzese was not yet present.

**Agenda Item 3- Deb Buckley logo/tagline/focus group**

Deb Buckley explains Focus group process. She will ask the group what they love about Groton and then move to the logos and tag lines, she has a questionnaire for the focus group. She states the website is set to be unveiled next week.

Discussion on Nashoba Valley Living cover photo- MElliott shows options and committee agreed on a photo.

Deb mentions that she would like to plan a press release for website unveiling.

Discussion on where and when. JGordon suggests Groton Hill Music, GSheldon suggests the Bates Trail with view.

Gary Forzese arrives at 3:39pm.

**Agenda Item 2- Gary Forzese and Nashoba Valley Living Discussion**

Mr. Forzese explains he was held up by a discussion with his writer David Watts regarding the article he is writing about Groton Hill Music.

JGordon asks for clarity on what articles are being written – GHMC and Marion Stoddart are in motion. Committee discusses adding an article about Groton and the committee.

Mr. Forzese says we may want winter pics instead of fall, as the issue is delayed a bit. He thinks late October/early November for release.

MElliott will post to social media to acquire some winter Gibbet Hill scenes.

**Agenda Item 4- Focus group starts at 4 pm. Six members of public attended.**

Deb Buckley begins group with telling them that this is about our Marketing campaign. She asks what comes to mind when you think of why you live here.

Grandchildren, farming, family, quintessential New England, outdoor spaces, conservation, fishing and hunting opportunities, great schools, no malls, close to shopping in Nashua, Littleton, Westford, community, walkable center, trails, recreation facilities, playgrounds, welcoming, architectural buildings, historic district, programming at the library, Gibbet Hill views, two rivers, lakes, ponds, food/fine dining (there are not many lunch or breakfast spots), Prescott Community Center, cultural opportunities, many willing volunteers, orchards.

Deb Buckley then asks the group to relate emotionally to the logos they are about to be presented and think about them through a lens of all age groups. She presents each image one by one and gathers feedback from the group.

Image 1 responses-

Tagline- Groton- the gateway for the soul

Notes: sounds like a spa, font doesn't go with illustration, to corporate, not Groton, too Zen, add Black Angus

Overall feeling- do not like tagline and the font does not go well

Image 2 responses-

Tagline- Experience the beauty

Notes: Hate font, would like it to be more contemporary, zero liked font two bold, like “experience the beauty”, would like an old font for Groton, tagline works for outdoors

Overall feeling- too simplistic, don't like sunrays, something with a serif would be better, “experience Groton” would be better

Image 3 responses-

Notes: Like the font better than #2, too old school, likes that it isn't as simplistic, looks real, white in trees is too thick

Image 4 responses-

Tagline- Explore, Learn, Experience

Notes: Don't like the word “destination”, likes- explore, learn, and experience, the swishes evoke rivers, looks like a tennis ball, do not like the colors.

Overall feeling: “Destination” sounds too pompous suggestion of “Welcome to Groton” made, suggestion made to switch to “Experience” or “Explore” Groton.

Image 5 responses-

Notes: Looks like a whale, don't like the font, looks like we are high tech industry,

Overall feeling: likes “come for beauty, stay for experience", many agree more traditional font with serifs would look better.

Image 6-

Tagline: Groton gateway to the soul

Group wonders what the colors represent, ask if that's Bancroft Castle, looks like an old building with slashes, don't like the swish, looks like a sign at the mall, looks like Groton Hill Music’s logo, castle is not identifiable. Overall feeling: do not like

Image 7-

Notes: group asks if that's a plane?, too corporate, looks like a business

Overall feeling: move on do not like

Image 8-

Tagline: “Groton, experience the beauty"

Notes: like the font and the words on the green, now they miss rolling hills, like the green background, hard to read the tagline.

Overall feeling: like “experience the beauty”

Image 9-

Notes: we are not lost, don't like the colors do you like the logo side by side

Overall feeling: Do not like but like the side by side aspect

Focus group concludes.

GSheldon tells attendees that the committee is grateful for their feedback and participation and that we are charged with engaging the public on the best ways forward through this time of growth.

Guest Michelle Collette requests more conversation with diversity and inclusion committee in our decision making.

Guest Don Black shares that twice people have asked him where the submarine base is and that it can be good to get traffic from travelers thinking we are a different place and surprise them with how wonderful we are.

5:14 pm Focus group is dismissed

JPlatt felt that the opinions were diverse and really likes the idea of “experience Groton”

JParker-Roach felt that the opinions were all over the place and unfocused and that they missed the mark of the idea of being contemporary.

Committee agrees to meet the following Wednesday from 2:00 to 4:00 PM.

JPlatt mentioned that she would like to have more videos as an overview on the website with more visuals and voice-overs.

GSheldon states that, so far, the videos we have are too long and there's too much talking for them to be placed on the website, but we can use the longer versions on future cable shows on the Groton Channel.

The committee agrees that our intention is to promote the beauty of our town and that the other audience is the Town of Groton - we can do that via the Groton Channel and education through our website and press releases.

JParker-Roach would like to see monthly updates and proposes that press releases could go worldwide.

**Meeting Adjourned at 5:38 pm**