

# **Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Mairi Elliott, *Clerk*

Julie Platt, *Member*

Joni Parker-Roach, *Member*

**Town Manager**

Mark W. Haddad

### **TOWN OF GROTON**

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**Destination Groton Committee Minutes**

 **Friday October 14, 2022**

**First Floor Meeting Room**

**Town Hall**

**9 am**

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

**Guests: Deb Buckley, David Watts**

**Meeting opened at 9:11am**

**Agenda Item 1- Review and approve minutes from 8/23/22**

**Motion: Greg Sheldon motions to approve Minutes from 8/23/22, Jeff Gordon 2nd the Motion, Unanimously approved**

**Agenda Item 2- Logo and website review**

DBuckley goes over focus group results:

Primary words they liked were, Explore, Learn, and Experience. They did not like Destination in the logo. Overall wanted to see cows and trees and hills.

Greg Sheldon will find the font that was the clear choice of focus group and send to Deb to be used in final logo to be merged with the linear design that was preferred by focus group and committee.

Committee discusses starting from scratch and developing a hand drawn design with the downtown or a prominent building featured. Ultimately decided to move forward with current options.

Discussion on Tagline “Experience the Wonders” with committee. Some members like it, some are unconvinced. Will consider.

MElliott leaves meeting at 10 am.

10am- 12pm- Minutes kept by Julie Platt

1) Logo Discussion:

-needs to be easily identifiable for Town and visitors

-needs to capture the vision and represent the town

-tag line needs to have meaning for townspeople and beyond

2) Website Discussion:

-Nuances regarding color and overall “feel”

-Videos should not be more than 3 minutes

-Each video needs similar touchpoint

-Need to see “experience in action”

-Videos need direction, questions prepped in advance

-Deb is 2 weeks away from the logo/website finalization.

-Presentation will be at Select Board meeting 11/14/2022

Deb Buckley left the meeting 10:45am

3) Advisory Groups:

G Sheldon stated that he will be melding 6 groups together to form 3 groups. Advisory groups will meet in person for brain power and analysis of facts and possibilities. Possibility of creating “TO DO” lists for members of each Advisory Group and creating ownership on the issues that are needed for the town.

4) Gary Forzese - Nashoba Valley Living Fall/Winter issue

-The issue will be about Groton

-Discussion about the cover photo - chose Groton and Gibbet Hill - warmer colors, not cooler colors of the First Parish steeple.

-The introduction needs to be written and will be done by J Parker Roach and G. Sheldon.

-David Watts ,who wrote an article about the Groton Hill Music Center, joins the conversation. He will try to include a quote from Lisa Fiorentino, Director of Groton Hill Music Center, that includes the relevance of preparing for visitors.

Meeting was adjourned at 11:55 am.