**Destination Groton Committee Meeting Minutes**

**Tuesday, November 1, 2022**

**6:30pm**

**Town Hall – Lunch Room**

**Present:** **Greg Sheldon, Julie Platt, Mairi Elliott**

**Guests: Judy Anderson**

Due to Deb Buckley’s absence some items on agenda were postponed

Discussion begins around Earl Carter collection and the ability to use that as impetus for MOTT grant application. GSheldon identifies that the match amount is $15k a calendar year that the town needs to spend to qualify. If we are not applying for this this year we may need to increase budget from $12,500 to $15k for spending in 2023.

GSheldon reports that communication has not progressed much with Earl Carter. He states Chip Detwiller, Alan King and Don Black have stepped up to help on working group for this effort.

He recommends we make an application for CPC funds and states the app is due in December. JPlatt believes that the One Stop Process has started for the year.

Judy Anderson emphasizes that we need someone independent to be a grant writer. JPlatt suggests that we use our $12,500 for a grant writer.

Sheldon reminds us that a new administration will bring a new Economic Development program. He suggests the committee prioritize our current spending plan to work toward grant applications.

Judy Anderson thinks that some of our priorities should be geared toward traffic and parking. Committee agrees that a priority needs to be placed on funding a grant writer to helped with all important endeavors. Will start sourcing grant writers and salaries.

Judy believes now is the time to ask Town Manager for more funds, while he is setting new budget.

GSheldon discusses upcoming presentation with Select Board on 11/14 and goes over its components. MElliott shares script she wrote for video and she has recorded the voice-over pieces.

Discussion around future videos and the need to standardize them and write a consistent script of questions for interviews.

Sheldon states the plan is to start with new video, then move to 10-minute slide deck presentation and close with unveiling of website.

He then goes over each slide one by one for feedback. Edits and suggestions made to each slide for tone. JPlatt suggests adding a piece about opening a business in Groton and that streamlining the process would be helpful.

Committee decides Deb Buckley will be present and do the “unveiling” of the website.

JPlatt states she will not be at next week’s meeting, but will be available for a Facetime call to discuss next round of logos.

GSheldon brings up meeting Russ Harris and the Groton Herald on Monday 11/14 to provide press release after our presentation with Select Board.

GSheldon also brings up that he has been emailing with Senator Cronin’s office regarding tour with Michael Bobbitt. He was then informed by Lisa Fiorentino that Senator Edward Kennedy just came with Mr. Bobbitt.

MElliott states she has a meeting set with David Leary, Groton Hill Director of Marketing, to discuss how we can mutually promote both GHM and the Town, video recordings and stock photo footage. They were not on-board with our videographer coming to last week’s performance, but would be happy to accommodate in the future with further notice and clearance from specific artists. Committee agrees good footage could be attained 1/21 at opening night of the concert hall.

**Meeting adjourned at 8:41pm**