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**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**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Mairi Elliott, *Clerk*

Julie Platt, *Member*

Joni Parker-Roach, *Member*

**Destination Groton Committee Minutes**

**Tuesday, November 8, 2022**

**First Floor Meeting Room**

**Town Hall**

**6:30 pm – 8:30 pm**

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

**Guests: Judy Anderson**

**Agenda Item 1: Review and approve Minutes 9/20/22 and 11/1/22**

**Motion:** Greg Sheldon moves to approve minutes from 9/20/22 Jeff Gordon 2nd.

**Motion:** Jeff Gordon moves to approve minutes from 11/1/2022 Joni Parker-Roach 2nd.

**Unanimous**

**Agenda Item 2:** Website/Logo/Tagline/Video discussion

Deb Buckley could not attend due to illness. This delays logo review. GSheldon asks the committee what date works for Select Board meeting, as we will not make our previous 11/14 deadline. JParker-Roach thinks she may have a conflict on 12/5.

**Agenda Item 3:** Select Board presentation:

Video, Slide Deck, Website/Logo, Q+A

GSheldon moves into going over presentation and will decide on date at end of meeting based on changes to be made. He states he is shooting for about 30 minutes. Judy Anderson speaks up and states that in her experience she has seen the Select Board get restless by that time and reducing presentation time would be advantageous. Due to that, the committee agrees to use the 4-minute version of recently produced video. Each slide is discussed and ways to condense content are considered and edited.

**Agenda Item 4:** Media plan discussion

Discussion on how best to disseminate Town-wide survey. As previously discussed, committee agrees that electronic methods are best. Will discuss with Mark Haddad if sending a link to the survey to all committees and non-profit organizations is possible. GSheldon proposed removing budget slides and saving for individual meeting with Mark Haddad.

**Agenda Item 5:** DGC FY24 Budget discussion

Annual expenses then discussed. JGordon suggests that the committee needs to add an analytical assessment of the need for an Economic Development Director for the Town. He feels we need to prove the ROI on such an expense before asking to fund it. He also feels that we should focus on a grant writer.

GSheldon will make a point in the presentation that we are functioning as an Economic Development Position paid by the Town would.

JParker-Roach states that she feels the Board knows the value of the work that we are doing for the Town and has advocated for our existence. JGordon states that our work is proving the concept of needing an Economic Development Director.

Committee agrees to add Analysis for need of Economic Developer as a budget item.

Judy Anderson points out that that position would likely come out of the Town’s budget and would not be specific to our budget. GSheldon states if we are adding a consultant position in FY23, that is outside of our budget, and he would like to lay out that we are in a transition year from us to having the position in place for FY2024.

Committee discusses what is likely for the Town budget vs. our specific budget.

Sheldon points out that we have 3 sources of funding being the Groton Hill Music fund, the Meals Tax, and the Room Tax. He hopes to tap into those sources for our budget.

Judy Anderson suggests that if we can show a Grant Writer can help bring funds to the Town, the Town/Townspeople will see an Economic Development person to be worth the additional salary.

GSheldon proposes that we find a person who could be a combination of both things we need, a grant writer and an Economic Development Analyst.

**Agenda Item 6:** CPC application

Sheldon reports to the committee that we were not approved for the application he made late in the prior week. The CPC made a unilateral decision to deny any and all applications that come in after the due date. He states that due to this, it would be even more timely to hire a grant writer for a matching grant for FY24 so we can get on the CPC schedule next year.

**Other issues:**

Committee looks at website as it stands. They agree that an “under construction” needs to be added in this editing phase, the word “rustic” needs to be removed and potentially replaced with Historic, and that more photos from the collection we have amassed should be used. Committee agrees to go over the website this week and send edits to Deb Buckley.

Senator Lori Trahan - Joni states contact has been made with her office and that they provide help with grant writing. GSheldon also reminds the committee of the Montachusett Regional Planning Commission and their ability to help as well.

Committee discusses contact with Earl Carter. Sheldon would like to give Mr. Black more time to discuss. Judy Anderson asks again if anyone has contacted Bonnie Carter, Mr. Carter’s wife. MElliott agrees this path should be explored and with the help of Connie Sartini.

JParker-Roach brings up Melissa Federoff of Nashoba Chamber of Commerce and states they had a warm conversation about our committee and that she would like to do anything to help. JGordon suggests we could invite her to the Select Board meeting. GSheldon wonders if we should invite her prior to that, so that she could possibly speak on our behalf at that meeting.

Committee decides to create new dedicated meeting time. Landed on Monday’s at 10 AM, yet next Monday 11/14 will be at 1:30 due to an existing conflict and availability of others.

**Meeting adjourned 8:31pm.**