Logo

Description automatically generated

# **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**

173 Main Street

Groton, Massachusetts 01450-1237

Tel: (978) 448-1111

Fax: (978) 448-1115

**Destination Groton Committee Minutes**

**Monday, November 21, 2022**

**First Floor Meeting Room/Lunchroom**

**Town Hall**

**10 am**

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

**Guests: Deb Buckley via Zoom, JAnderson joins at 11:10**

**Meeting opened at 10:10am**

**Agenda Item 1: Logo/Tagline discussion**

Deb Buckley starts to discuss current state of website. She tells the committee that the cache problem should be resolved by the end of the day and the photos that Joni and Mairi picked to replace images on current version will be uploaded in the evening. She asks committee to look at the changes made over the holiday.

Discussion around where the “for more information” questions should be directed, and it is decided they will route to the Visitors’ Center.

MEllliott shares letter to committees and non-profits she has drafted to be sent out via Town Manager for website content requests. Committee lightly edits and it is approved for sending.

GSheldon lays out a new website schema for us to follow. He explains that he thinks we will need 41 photos, 13 videos, and 2 maps. He states each will need a narrative to go alongside it.

MElliott will reach out to Dave Leary with GHMC after the holidays for follow-up on video content to be shot in January at Concert Hall opening.

JGordon will give direction to AJ Pekuconis for what we need as far as video shots.

JParker-Roach wants committee to be careful we are not repeating narrative in different areas of the site.

Deb Buckley asks if we are planning to use this new schema GSheldon presented for the Select Board presentation or if we are sticking with original so we can hit deadlines. She feels this new version will take until at least February to be complete.

GSheldon feels we need to start somewhere and if we present what we have as an evolving site, then we can use what we have. He tells committee we have option of 12/5, 12/12, or 12/19 for Select Board presentation. Committee agrees that trying for 12/19 would give us more time to complete the new schema.

DBuckley suggests we pick one section and focus on that to be presented. MElliott wonders if we should have a completed product and then schedule the presentation? GSheldon feels it is important to show the Board the work we have done thus far and how we have spent the money sooner than later. JParker-Roach states that if we present on 12/19, then we can have examples of what full pages would look like, but not necessarily be completed.

JGordon asks how we make the site look engaging at this example stage. JParker-Roach states photos are what makes it pop and MElliott adds that visual movement on the site is powerful impact. GSheldon states that we can present with a partially complete impression of the site. Committee agrees to shoot for 12/19. He would like us to focus on 3 areas: photos, videos, and narrative.

GSheldon starts going over new page by page and the needs to fill it with content.

Page 1- Sheldon suggests this be “about Groton”

Photos needed:

Original Groton Inn, General Field, Marion Stoddart, Fitchburg Arts museum, Fruitlands- **Joni Parker-Roach** volunteered to provide

River photos, RiverCourt, Top Secret Orchard- **Mairi Elliott**

Town Hall Photo- **Jeff Gordon**

John Tinker Plaque- **AJ Pekuconis** to still shot, out of video

Bunker Hill Statue of Col. Prescott- **Deb Buckley** to get from public domain

GSheldon would like a video of Groton History and have a link to the Groton History Center

Deb Buckley will look for public domain videos to be used.

JPlatt suggests that we use other committees’ content and say “courtesy of” once permission has been obtained.

It is suggested that most photos be links to relevant sites, i.e., photo of Marion Stoddart links to Nashua River Watershed.

**Tagline discussion:**

Deb Buckley tells committee that, from her perspective, the committee is not on the same page and suggests we table the discussion on tagline for now and separate the logo from the tagline.

She suggests asking residents and/or the Select Board for input. The committee discusses and feels that getting input from the community will slow us down and muddy the waters with too many new suggestions. JParker-Roach says get clarity around the difference between a tagline and a logo and their need to be combined or not. GSheldon explains his take is that the logo can stand alone, but the tagline supports and explains the visual of the logo. JPlatt suggests taglines are more flexible and can be replaced or interchanged more than the logo can be. GSheldon would like to take the tagline off of the logo for now and move forward with the logo.

JGordon suggests that there will always be naysayers to our decisions, but we need to work through a timeframe and make some decisions on the logo alone. GSheldon sums up that we agree to take the tagline off the table for today’s discussion.

Sheldon then wonders if we should ask for a Town opinion on logo through townwide survey.

Committee once again feels this will open up too many opinions and we need to move forward. JGordon asks if we are now leaving “Experience” off the logo. GSheldon states that the focus group liked the word “Experience” and would like to honor that. DBuckley suggests that “Experience” is more of a tagline than part of the logo. Committee ultimately agrees to remove “Experience” and use the previously agreed upon font with more serifs on the selected design, as amended by JGordon in previous meeting, with two trees on the hill moved closer together.

**Website Development-**

GSheldon goes back to reviewing new website schema.

**Nashoba Valley Region-**

JPlatt wonders if that is the defined area we are sticking to, or if we are including Central MA Area and Merrimack Valley Area, etc. GSheldon states Nashoba Valley Chamber of Commerce states it is 17 towns and will look into getting map from them. JPlatt volunteers to look for an appropriate map to use that is visually interesting. She then suggests we use the visual of each town’s “sign” that can scroll and be hyperlinked to the individual town website.

GSheldon states that Senator Kennedy loves Groton and he is the chair of the Tourism Committee and Senator Cronin is the vice chair. With them representing this area, we get a two-for-one with interested Senators.

Committee agrees this is where there should be a link to Nashoba Valley Chamber of Commerce.

**Engage the senses:**

Sheldon suggests this page can be all visual

Photos needed: wildflowers, lilacs, cooking food, mowed lawns, forest, pine trees, alpacas, etc.

Video needed to showcase see, taste, smell, and touch. JGordon will communicate to AJ.

Sheldon feels this is a good place for general population testimonials.

MElliott will develop a script to prompt people to give answers.

**Explore:**

Needed:

Video of trails and a map of the trails, RiverFest video - Groton Channel may have, **MElliott** to ask them.

Photos of lakes, rivers, vistas - **Jeff Gordon** has pictures of these to submit, suggests a video of stills for this section.

**Embrace the Many Wonders:**

Needed: Homestead Plaques (Lawrence and Longley), Historic Markers - **MElliott** to reach out to Historical Commission for photos previously taken.

Arts – **JParker-Roach** to get photos of silos, NOA, Matisse Gallery, **MElliott** to provide photos of theatre performances at Groton School

Culture - **JGordon** explains he feels this relates to the culture of the town, history, schools, events, community gatherings, All Are Welcome signs, Diwali Celebrations, Shirdi Sai.

**Deb Buckley** feels that culture is “high end” refined arts. Committee drills down on what should be in this section - orchards, farming, equestrian, recreation - **JPlatt** suggests these photos need to be fresh and interesting.

Videos of Schools to be shown: **MElliott** source from Groton School and **JParker-Roach** to source from LA and GD.

**Welcoming Community-**

**JGordon** to contact Gibbet Hill about how many weddings are held per year. **JPlatt** to contact Shirdi Sai. Committee agrees to look through and decide what is needed here. Potential to have partnership opportunity placed here.

**Other Issues-**

**JGordon** has been contacted by Chris Hayes of Lowell Economic Development Board and he would like to get to know us and the work we are doing. **JGordon** and **GSheldon** will meet with him first.

**GSheldon** tells committee we need to drill down on budget numbers. He and J**Gordon** will be meeting with Mark Haddad to discuss options on the budget planning.

Next meeting to be held Monday at 10am.

**Motion to Adjourn made by Julie Platt- Unanimous approval at 12:24pm**