Logo

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# **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**

**Monday December 5, 2022**

**First Floor Meeting Room**

**Town Hall, 10 am**

**Members Present: Greg Sheldon, Mairi Elliott, Joni Parker-Roach, Julie Platt (via video call)**

**Guests: Deb Buckley, Judy Anderson, Phil Francisco (Sustainability Committee and Board of GHMC)**

**Meeting opened at 10:10 am**

Discussion on what member would like to go with GSheldon to meet with Roy Nascimento, as JPlatt is out with COVID. JGordon will go. as they have a meeting with MHaddad today as well.

GSheldon goes over a draft letter of support for Community Preservation Committee regarding the Squannacook River Rail Trail. Committee approves.

**Agenda Item 1- Website Review**

DBuckley starts her portion of the meeting. She tells committee she is actively working on the site to utilize the schema that Greg created. She asks if we should add a slide to the Select Board presentation about what we have purchased for the website. Committee has issue with adding more time to presentation and including more technical jargon.

MElliott asks what the intention of the “Embrace” page is. JGordon feels this is the community page. JParker-Roach would like to see active videos playing on the site, rather than links. DBuckley suggests a panoramic video of downtown to be added to home page. Committee agrees that a ten-second flyover video would suffice. MElliott will ask AJ for a still of the John Tinker Plaque to be placed above Mr. Prescott. Heavy editing done on all narrative pieces.

JParker-Roach will speak to Susan Edwards for a photo of Marion in the canoe and she will get a link to the video of “The Work of 1000”. MElliott will look for and supply a wide photo the Groton School theatre performance. Verbiage to be reworked. JPlatt will contact NWRA for use of their map.

DBuckley suggests changing the main example page from Enjoy to Explore. Committee reviews Explore page. It is agreed that a video of the trails needs to be inserted here. JGordon suggests scrolling photos of many different trail pictures. JParker-Roach will supply more photos of trails.

JPlatt will gather Groton Road Race photos.

MElliott asks what “Engage” is supposed to be representing. Previously, it had been discussed that this page could contain personal testimonials from local Grotonians and visitors alike. JParker-Roach feels is the Arts and Culture page. Committee agrees and the Senses will be removed. JParker-Roach will gather photos of GHMC, Kalliroscope Gallery, the Forest Bells, Shanklin Music Hall, the Silos, etc. Committee also agrees to move home page photo of Groton School theatre to this page. Page will also include the art galleries at LA and Groton School. JParker-Roach will source. JPlatt will reach out to Shanklins.

**Agenda Item 2- Logo Review**

Committee looked at image of finalized Logo and all are satisfied with the result. Member of Sustainability Committee Phil Francisco lends his opinion on the logo and affirms the committee intent comes across.

**Agenda Item 3- Other Issues**

Committee discusses next meeting and decides on Friday, December 9th on Zoom at 11am

Phill Francisco addresses committee and tells them that the Sustainability Committee is planning to do an Education Series in the spring and would like to connect with all committees in town related to that. He feels there are many ways our committees could work together, i.e., fundsourcing, advocacy on projects like better bike paths. He states a large part of their goal is to get people out of their cars and into the downtown area. He would like to brainstorm together to come up with sustainable amenities for downtown.

GSheldon states that due to the Sustainability Committee's low amount of funding, we would be happy to help promote events through our website. Discussion about a potential collaboration on bringing green lighting to the town would be of interest to both committees. The two discussed the importance of including the Planning Board in these discussions, as well.

**Meeting adjourned 12:30 pm.**