

# **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**

 **Friday December 9, 2022**

**Zoom Meeting**

**11am**

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

**Guests: Deb Buckley, Judy Anderson**

**Agenda Item 1: Review and approve minutes from 10/14/22**

**Motion: Jeff Gordon moves to approve minutes from 10/14/22**

**2nd by Joni Parker-Roach, approved unanimously**

**Agenda Item 2:** **Website/Logo/Tagline discussion: Deb Buckley**

Moved to later in the meeting.

**Agenda Item 3: Select Board presentation run-through**

DBuckley goes through each slide. Committee edits and comments on each with suggestions for presentation. It is decided during discussion that Joni Parker-Roach will contact AJ Pecukonis for panoramic video shots. Judy Anderson expresses concerns about being able to get those complete prior to Monday presentation. The committee asks DBuckley to change access to the website after the presentation, so that it is only viewable by the committee until we are ready fully launch the website. It is decided GSheldon will present the website in the meeting as a “Sneak Preview” not available to public yet.

**Agenda Item 4: Press Release**

**Submitted for review to committee**

DESTINATION GROTON COMMITTEE launches a Multi-Channel Marketing Campaign to Target Groton as a Prime Destination and Tourism Location.

For Immediate Release

Monday, September 12, 2022, Groton, MA - The Destination Groton Committee (DGC)

unveiled a multi-channel marketing campaign to target Groton as a prime destination and

tourism location in a presentation before the Groton Select Board meeting.  This marketing

campaign supports various communication platforms to reach local, national, and international

audiences.

The Destination Groton Committee (DGC) presented a new marketing logo, tagline, website,

multimedia and integrated social media platforms to promote the many reasons to visit and

enjoy all that Groton has to offer. “We believe Groton offers a quintessential New England

experience only 40 miles from Boston,” DGC Chair Greg Sheldon stated.

The visually appealing and easy to navigate website features a logo represented by a stylized

image of a drumlin hill with two trees in green and at the bottom a representation of Groton’s

rivers in blue.  Residents will recognize the drumlin as Gibbet Hill and the river waters

representing both the Nashua and Squannacook Rivers. The tagline “Groton – Enjoy the

Experience” beckons the visitor to take in the history, landscape, trails, vistas, arts and culture,

historic architecture, farmland, orchards, recreation, hospitality, weddings, and fine dining that

has defined Groton’s reputation as a destination location.

The formal presentation before the Select Board opened with a three-minute video (add link to

video) that captures Groton’s character, beauty, and charm. DGC Chair Sheldon then turned to

discussing the “Committee’s Mission – to tell Groton’s story: Goals - engage Town stakeholders, and Objectives – build regional partnerships and maintain Groton’s quality of life.” Sheldon went on to discuss “the recent opening of the Groton Hill Music Center, a world class music education and performance venue that will accelerate the pace and increase the geographic

range of people coming to Groton.  Increased visitors will benefit local businesses and will generate economic activity and revenues for both the Town and the region.”

The Committee, which began operating last January, has been busy meeting with local and

state officials, including Senator John Cronin and Senator Edward Kennedy, as well as State

Representative Dan Sena, and staff in U.S. Representative Lori Trahan’s office, along with

officials from neighboring towns, in addition to the Nashoba Valley Chamber, Visit North Central Massachusetts, Northern Middlesex Council of Governments, and the Montachusett Regional Planning Commission in order to form strategic partnerships.  In May and June, the Committee held a series of three Public Forums with approximately 100 Town residents attending.  Interest, ideas, concerns, and opinions were exchanged, and the Committee took notes. A summary of issues raised can be found on the Town's website. Chief among the concerns raised was the need for traffic mitigation strategies and identifying infrastructure investment. Based on these issues, a Town Survey will be sent to residents this winter to gauge public support for ideas that came from the Public Forums.

The Committee plans to produce a Strategic Plan and submit it to the Town Manager and Select Board this spring. The plan will be data driven and provide a 10-year blueprint on important issues, including infrastructure, transportation, historic preservation, marketing, and tourism.

Sheldon commended Committee members Jeff Gordon, Joni Parker Roach, Julie Platt, and

Mairi Elliott for their endless hours of work and dedication toward crafting the vision for

Destination Groton.  Sheldon expressed the Committee’s gratitude to Judy Anderson, who has

attended all the Committee meetings and has made a major contribution to the Committee’s

work.

Sheldon then introduced Deborah Buckley of Deborah Buckley & Associates to present the new

Destination Groton Website, Logo, and Tagline. Ms. Buckley began by discussing the Brand,

which is “Groton, the Logo Icon, which is the image of a hill and two trees, and the Tagline which is “Enjoy the Experience”. Ms. Buckley stated, “The Logo Icon on the left symbolizes the Brand in the center, and the Tagline underneath the Brand reinforces the Brand's message.”  The word “experience” was overwhelmingly supported in a focus group organized to review multiple proposals. “Because Groton offers so many attractive reasons to visit, it was determined that the word “experience” captures those many reasons,” Buckley stated. The Home Page showcases Groton’s nearly 375-year history and its focus on “Groton, an American Story” which leads the viewer from founder Trader John Tinker to Environmentalist Marion Stoddart.

Buckley discussed and demoed the website navigation, which incorporates the senses and the

many unique attributes of Groton in categories such as Engage, Embrace, Enjoy, and Explore.

The goal is to invite residents and non-residents to experience Groton to create life-long lasting

memories.

Sheldon concluded by saying, “In just eight years, Groton will celebrate its 375th anniversary.

Groton looks to the future as a welcoming community for residents and visitors alike to experience its many wonders and to embrace its unique sense of place.”

Committee agrees with the message and approves with the edit of removing the extra comma provided by Judy Anderson. Then they consider when the best time is to release this, prior to or after presentation, or do they wait until website is more complete. The committee debates the nature of a press release and to whom and when it should be released.

**Agenda Item 5: Tagline Discussion**

GSheldon expresses that he feels it important to reveal a tagline along with the logo and proposes “Enjoy the Experience”. Committee agrees that this is a good compromise, and it works with the website. The visual provided received some edits on size and font and where it is centered on the logo.

**Agenda Item 6: Other Issues**

MElliott brings up the idea of a “Branding” video that will be presented at SB meeting and suggests that it should be branded, but we only show the non-branded version at meeting, so as to not reveal the logo prior to the unveiling later in the presentation. Committee agrees, have them created but wait to use until after presentation.

Meeting adjourned at 1:32pm