

# **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**

 **Friday, December 16, 2022**

**Zoom Meeting**

**2-4pm**

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

**Guests: Deb Buckley, Judy Anderson, Joshua Vollmar**

**Agenda Item 1: Website and Logo Review**

Committee agrees that “Region” page should now be called “about Groton” and will add a separate page for region.

JVollmar goes into extensive detail about accuracies and inaccuracies in historic narrative. Makes corrections as needed, DBuckley noted, and will make changes.

JVollmar mentions that committee has missed an important detail. Groton was one of three shire towns with a court, which drew people out of Boston to the area for their cases. That helped to expand the town. He suggests the committee refer to town as a “stage coach hub” in that era.

Committee discusses use of Prescott statue at Bunker Hill and elects to keep the photo of a prominent resident, as opposed to a marker in town.

JVollmar will send photos discussed to be placed on website. He also offers the phrase “A Tradition for Learning,” which he will write a supportive article for and which will be placed on the website.

Committee discusses the cleanup of the Nashua River and would like to indicate dates. JVollmar enlightens committee on when it was bad in 1950’s and then cleanup efforts beginning in 1960’s. JPlatt volunteers to write up a blurb for the website on this information.

JParker-Roach suggests more movement of photos with arts and culture.

**Agenda Item 2: Select Board Presentation**

Judy Anderson mentions that the Select Board is not meeting on 1/2 or 1/16.

JPlatt makes a motion to present to the Select Board on 1/30/2023. Unanimous approval

GSheldon brings up press release to follow presentation and that he is trying to keep it to 2 pages. Committee agrees to review and approve for next meeting.

**Agenda Item 3: Grant Writing**

GSheldon reports that Takashi Tada has expressed his willingness to meet with us for assistance on grant writing. He also mentions that the Montachusett Regional Planning Commission does research into grant writers and grants that would be applicable to us.

**Agenda Item 4: Other Issues**

GSheldon discusses Resident Survey to be discussed at SB meeting and that we should tweak current survey this month prior to presentation. He would also like for us to start pulling together people for and Advisory on Strategic Plan.

GSheldon asks committee if they feel we are ready to ask for a warrant at town meeting for additional money. Committee will consider, but feels it may be not the right timing.

JGordon goes back to discuss website layout and recommends putting GHMC at a higher position under Arts and Culture and suggests chronological order is not the right way to present this. MElliott suggests switching GHMC to top of page and JParker-Roach agrees. GSheldon disagrees, as all else in in chronological order.

Committee discusses placement of Groton history on website. JParker-Roach suggests the history part be moved to “About Groton” page.

GSheldon discussed the option of a collage of assets on the front page, with links to pages within the website where people can read more.

DBuckley will work on this.

Next meeting: Thursday 1/5 at 2 pm via Zoom

**Meeting adjourned 4:32 pm**