

# **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**

 **Thursday, January 12, 2023**

**Zoom Meeting**

**6:30pm**

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

**Absent: Jeff Gordon**

**Guests: Deb Buckley, Judy Anderson, AJ Pecukonis, Josh Vollmar, The Groton Channel**

**Greg Sheldon opens meeting at 6:38pm**

Discussion started with AJ Pecukonis, regarding video contributions to the website so we can identify our video needs for each page.

Deb Buckley joins meeting at 6:46pm and begins taking the committee and AJ through the site page by page. She tells committee that the dark photos have been brightened.

Home page-

Discussion on a placeholder photo that needs to be replaced leads to the committee reviewing recent photos that Joni Parker-Roach took. GSheldon asks AJ if he can get more drone video of historic architecture in the Downtown to add.

**Joni Parker-Roach will send photo of plaque in front of the Prescott building.**

GSheldon asks AJ Pecukonisif he can get wider shots with the drone of both sides of Main Street at the same time. Deb Buckley comments that this should wait until we've had fresh snowfall because the scenery is not beautiful at the moment.

**AJ Pecukonis will wait until we have fresh snow and then plan to get these shots.**

Deb Buckley directs conversation to the Empress gin website previously referred to show an example of movement on the site, and she asks AJ if he can visualize a way to integrate that type of motion on our site. MElliott states that she is concerned about how capturing a tight shot video as displayed on the Empress website translates to downtown architecture being compiled into a video. GSheldon agrees. JParker-Roach explains that her intention with using the Empress website as a model was not the video content itself, but how it streamed directly on the page and engaged the viewer.

**Deb Buckley and AJ Pecukonis will work together to create a video that can stream upon opening the page without having to hit play**.

JParker-Roach suggests this be held for after the release of the website at the Select Board meeting. Committee agrees but AJ and Deb and Joni will work together on gathering the shots desired and then uploading it in a way that will stream automatically on the page.

**AJ Pecukonis** will look through his existing footage of downtown and see if he has anything that can be used. Committee agrees that photo next to “A Town Rich in History” needs to be replaced with a bright and beautiful example of downtown architecture from the photos from JParker-Roach that the committee previously viewed and agreed could be used in this place.

Josh Vollmar adds that Jeffrey Boutwell’s book has been accepted for publishing and he will be having release events surrounding that in the coming months. He then adds that an edit is needed about Tarbell and the home in which he was born and suggests referring to it as the Tarbell Homestead. JParker-Roach adds that Tarbell founded the Boston School of Impressionism. **DBuckley will edit and add.**

MElliott reminds committee that at the last meeting it was agreed that the four minute overview video would be added to the home page and questions if that is still the case. GSheldon and committee discuss and all agree it should be moved to the Enjoy page under the banner “A Welcoming Community”. JParker-Roach asks DBuckley about the stability of her computer during the presentation.

**DBuckley would like to set up a tech trial run at the town hall next week**.

Explore Page-

**DBuckley will remove all double spaces after periods and stack the sentences to flow better on the page.**

GSheldon suggests architecture photos next to the Town of Groton. JPlatt suggests a slider of photos. GSheldon adds the Visitor Center has many great photos and asks JPlatt if she has access to them and if we can use any of those photos.

**JPlatt will try to find the sources of the photos and see what she can get.**

GSheldon then states we need more photos of people engaged in recreation.

**Joni Parker-Roach volunteers to call Scarlet Hill Farm and the Groton Country Club for action and vista shots.**

Judy Anderson then suggests the Groton Senior Golf League website. Photos are reviewed and some are chosen to be used on website for golf activity. GSheldon then refers to an email he was sent by Joni Parker-Roach about the number of weddings and guests at the Groton Inn over the last year. He would like those numbers captured and displayed under the wedding section

**Joni Parker-Roach will continue to gather stats and send to Deb when compiled.**

Our History Page-

GSheldon would like to replace the current photo with the field and the hay bales now that it has been lightened.

 **DBuckley will replace.**

**Josh Vollmar will send a better photo of the Lowthorpe School.**

MElliott ask Josh if he has any articles written about the Lowthorpe School that we could link to this location. He states that although he has much compiled data on the subject, he has not formally written an article about it. Discussion then leads to other articles of his that could be potentially linked to other areas of our site. DBuckley asks if Josh has the copyright to his works, and he states he does. GSheldon asks Josh what articles he might have available and how to link. Linking to the Groton Herald was discussed, but due to the paywall, Josh agrees to create PDF files of relevant articles and send them to us. He then tells the committee that the History Center is working on a new website and compiling all of the historic assets in town that could eventually also be linked to our site.

**Joni Parker-Roach will speak with Paul Matisse and clear our verbiage regarding him on the site. She will also send an interior photo of GHMC without construction debris in it.**

GSheldon asks committee to consider how we close this section in the narrative. He poses an option, and the committee agrees.

**DBuckley will update**.

Region Page-

Joni Parker-Roach shows a drawing of a compass in the center of many different surrounding towns that includes attractions in each one of those towns. She then suggests having several different compasses including an arts compass, a history compass and nature compass, etc.

Committee agrees with this idea, but acknowledges that is a significant amount of work and that a new photo needs to be sourced for the map of the region as it stands. He states we have many regional partnerships including the Nashoba Valley Chamber of Commerce, the North Central Chamber of Commerce, and the Greater Lowell Chamber of Commerce, and he would like to include all of those in a color-coded map. He states he just had a meeting with Melissa Fetterhoff, and she is very supportive of our efforts and they had discussion around types of maps and she suggested color coding the different chamber districts. JPlatt suggests obtaining a District 3 map.

**GSheldon will source District 3 map and have it color coded.**

**JParker-Roach will send info and narrative about Andres Institute.**

Committee agrees this page is done, other than adding future pictures of Senator Trahan’s visit to GHMC.

GSheldon the tells committee that he had the idea to ask Gary Forseze about the cost for printing just the 10 pages of the Nashoba Valley Living articles that pertain to us, and he was quoted $535 for 100 and $729 for 200 copies. The committee will consider cost.

MElliott leaves meeting at 8:47 PM

GSheldon reported that a letter was written by Melissa Fetterhoff of the Nashoba Valley Chamber of Commerce in support of Destination Groton. GSheldon and JGordon met with Melissa Fetterhoff earlier this week.
GSheldon mentioned the DTLA Call for Proposals is a document he hopes he and JPlatt will become familiar with, as after the website is rolled out, we all need to think about grants/grant writing.
JPlatt asked about next meeting date and also reiterated we have 2 weeks until the Jan. 30 meeting with the Select Board. DBuckley would like to meet with the IT Department at the Groton Town Hall in preparation for the January 30 meeting.
Next meeting was determined to be Thursday, January 19, 3-5pm at the Town Hall.

Meeting adjourned at 8:56pm.