

**Town Manager**

Mark W. Haddad

### **TOWN OF GROTON**

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# **Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Mairi Elliot, *Clerk*

Julie Platt, *Member*

Joni Parker Roach, *Member*

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**Destination Groton Committee Meeting**

**Thursday June 22, 2023**

**Second Floor Meeting Room**

**Town Hall 6:30 pm - 8 pm**

**Minutes**

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

**Guest: Judy Anderson**

**Meeting opened at 6:35pm**

1. Approve Minutes

Motion: Approve Minutes from June 7, 2023, made by Mairi Elliott

 2nd Joni Parker-Roach

 2.  Updates:

Lowell Tourism Conference 6/13

-Joni Parker-Roach synopsizes the conference with highlights of speakers and contacts made along with marketing material from other tourism groups. Guesses about 100 people present.

-Pointed out Tony D’Agostino and mentioned that he has a lot of available information and statistics on tourism that will be available online in the near future. She discussed to growth of the movie industry in this area.

-Discussed options for DGC to produce postcards with a photo image to pass out and use at similar future events. Also discussed future options of magnets and bumper stickers, etc.

-Pointed out MOTT guide that is broken down by region and a Lexington guide that is of Historic Sites

- MAfilm.org provides brochures

-Made good contacts with large local attractions including the Relais & Chateaux in Lexington and Yankee Magazine. Mentioned that GHMC was in a recent Yankee Magazine

-Relays that Julie Platt made contact with Kate Fox, new Director of MOTT and that JPR made contact with Senator Kennedy and discussed Destination Groton and future earmark.

- Mentioned food display and being Tapas style and suggests moving to Prescott next year to have a large display of local foods.

\*JParker-Roach will have postcards printed with AlphaGraphics.

\*JParker-Roach to contact Yankee Magazine.

-GSheldon states that media strategy needs to be discussed with things in mind, like what to say and when.

Riverfest 6/11

-Mairi Elliott tells the committee about the day of filming at Riverfest and the potential for lack of great footage.

-Relays that she and AJ made sure they got good video roll and are working in combination with the Groton Channel to get a complete experience into a short film reel.

- Discussion on it being a video with music background leads to ultimate decision by GSheldon that MElliott should write a voice-over script for the end video product.

-Discussed getting information from Greenway Committee for date in script.

\*MElliott to write script for Riverfest voice-over and record and send to AJ Pecukonis to add to video.

Regional Tourism Conference 11/1

-Greg Sheldon discusses conference strategy and relays that he is reaching out to Representative Dan Sena and Kate Fox to attend.

-Joni Parker-Roach brings up the number of invitations and the predetermined number of 2 per 33 towns in the region.

-Judy Anderson thinks 2 per town is too much and that we should figure out who we want from each town and then invite by priority. She suggests we may want to invite more press.

-GSheldon agrees a reporter for Lowell Sun would be good coverage

-GSheldon also reinforces the idea of 2 invites per town to open up to an admin and tourism person from each town.

-Judy Anderson suggests the Town Manager of each town should choose a representative.

-JParker-Roach suggests asking Kate Fox who would be important to invite

-GSheldon wants representation for each town, as well as Kate Fox, to recognize we are a hidden gem.

-The committee agrees that the goal is for the Conference to grow each year and that inviting each town to have representatives is how we get them to come back with more people

\*GSheldon to ask Roy Nascimento and Melissa Fetterhoff to send a list with contacts for appropriate people to invite in their respective regions.

\*MElliott to ask the Groton Channel to come to film the event.

3.  DGC Strategic Report: Chapter Outline discussion

-GSheldon tells committee the data delivery date has now moved to July 19, and Ryan from MRCP will go over data with committee in July. This data will be used in Chapter 1 of strategic report.

- Chapter 2. Challenges- Data from public forums to be used

-Chapter 3- Strategic Partners- Sheldon points out that we now have made connections with over 15 regional partners. Chapter to be written around relationships in the region.

-Chapter 4. Survey results- Goal to get 200-300 results to get good data.

\*All Committee members to share survey link to social media pages both personal and professional.

\*Ad to be placed in next week's Groton Herald with survey link

-Chapter 5- Data- More information provided by MRPC to be added here

-Chapter 6. Ten Year Strategic Action Plan- JGordon suggests breaking down data from MRPC to *per capita* impact of revenue potential and create plan based off of those numbers.

- Lay out what these numbers and increased traffic through Groton could mean for Destination Groton.

-Arrivalist can provide economic impact numbers to be included.

-Conclusion- Logo and Assets to be included

\*GSheldon to reach out to MRPC and see if we can get similar numbers to Arrivalist information as described by NMCOG and suggests these numbers will be useful for future grants

- committee has discussion on data points to be collected and attractions/events to be publicized

- Joni Parker-Roach suggests Art weekends as a coming attraction, MElliott brings up Historic home tours, GSheldon suggests Garden tours with chamber music, Judy Anderson suggests a map with art galleries and hours open to the public, special weeks with events.

-GSheldon states that we can project potential commercial development revenue via Hannah Moller in the Groton Tax Collector's Office from projected revenue of empty pads or buildings.

-GSheldon states the committee should work on front chapters over the summer.

-JGordon mentions he will be away from June 30- July 14.

4.  Grant Writing Working Group

-Joni tells committee that group is exceptional in their knowledge and ability to complete things rapidly.

-Molly Singer is with us until the end of the year.

-She points out that they are not going for the Complete Streets grant.

-Building a narrative for future grants- all data to be compiled and used for all future grants

5.  FY 23 Budget expenses/turnback

FY23 Budget: Balance $11,700

Proposed Expenses:

 Photographer $ 1,000.

Lowell Tourism Conference $ 150.

Logo Merchandise $ 2,000.

Groton Inn deposit $ 225.

Trade Mark Logo $ 400?

Printing $ 925.

Mailing Survey? (GELD) $ 500.

Survey Ad (Groton Herald) $ 500.

 Total: $ 5,700.

 Turn Back: $ 6,000.

MElliott to get contract signed with Photographer for $1,000 covering 40 photos, per JPlatt previous discussion

JParker-Roach goes over numbers from JNS shirt and garment printing numbers.

Discussion on which company should be used. JGordon weighs in that in past the other option used in past was not good quality, suggests looking into who the Groton Country Club uses for their products- high quality.

-JParker-Roach points out that JNS has an online ordering and direct delivery service

-Committee agrees to do a trial order with JNS of 50 hats and 50 shirts.

-GSheldon wonders if we need to trademark- committee agrees it is not needed right now

-Postcards for printing at AlphaGraphics discussed to be part of the budget

-JParker-Roach mentions that her husband Patrick agreed to take over as webmaster

-JGordon asks if Deb Buckley has done the SEO backlinking discussed as part of her scope of work.

-Committee agrees to remove GELD mailing for Survey link from budget

Committee settles on new budget.

Photographer $ 1,000

Lowell Tourism Conference $ 150

Logo Merchandise $ 1,500

Groton Inn deposit $ 225

Printing $ 825

 Web Services $1,500

Survey Ad (Groton Herald) $ 500.

 Total: $ 5,700.

 Turn Back: $ 6,000.

\*Joni Parker-Roach to contract with merchandise and printing

\*Create talking points for postcards

-Discussion on words on shirts or not- JPR think no words is better, Committee agrees to do trial run with words first “Enjoy the Experience”

-JParker-Roach also mentions the new managers of The Groton Inn want to meet and collaborate

-JPR suggests adding Destination Groton to all personal and business emails

-Will locate and suggest time tracker apps for committee to use for grant hours

\*JGordon will send survey link to all GBA members

\*GSheldon to place ad with Groton Herald

6. Meeting schedule

Committee discusses availability and committing to permanent new date place and time.

Committee meetings will now be 6:30 pm every other Thursday at Town Hall

-Next meeting 7/6 at 6:30pm

**Meeting adjourned 8:45pm**