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**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*

**Destination Groton Committee Meeting**

**Tuesday August 21, 2023**

**Town Hall 6:30 pm**

**Minutes**

Present: Greg Sheldon, Jeff Gordon, Joni-Parker Roach, Julie Platt

**1. Review and Approve Minutes:**

A) August 8, 2023: in progress, JParker-Roach  
B) August 15, 2023: Motioned by GSheldon, Seconded by JGordon. Approved unanimously

**2. Hats and TShirts:**

-JParker-Roach unveiled the new Groton Enjoy the Experience baseball hat and t-shirt. All were impressed/excited. Discussion regarding trademark of logo and how / where to sell.

-JPlatt stated that prior to selling, approval and suggestions on how to sell could be advised by Town Manager MHaddad.

-JParker-Roach described how the vendor J&S has an online store that customers can access and order shirts/hats. GSheldon suggested local vendors sell the hats and shirts. JGordon suggested a QR code for purchasing the custom items.

-Thought was given to local vendors displaying hats and shirts and customers use QR code to purchase.

-All agreed that MHaddad will have advice or ideas on how to handle sales and or gifts to VIPs.  
**ACTION for ALL**: Marketing plan needs to be devised for handling merchandising / sale for hats/tshirts prior to GrotonFest 9/30 for sales in booth.

**3: Email from Sustainability Chair, Phil Francisco**

-Collaboration with the Sustainability Committee is requested with newspaper contacts, website and in the next DGC newsletter, highlighting the Pollinator Garden at the Groton Center. All agree that will be easy to do and perhaps the Pollinator Garden photo/link can reside in the “Nature and Recreation” category on the website.

**ACTION:** JPlatt will reach out to PFrancisco regarding the DGC newsletter.  
-Eight of the new DG Tshirts are requested from the Sustainability Committee to wear during GrotonFest on September 30.  
Discussion RE Sustainability Committee and DG logo: Sustainability Committee is creating flags for their pollinator project across Groton and would like to utilize the DG logo for the flags and add word Sustainable. -All agreed that “Groton: Enjoy the Experience” with the logo should stay intact as a logo as logo is just being launched.

**4. Updates:**A) DGC vacancy notice: JPlatt drafted a notice that was edited by GSheldon and JParker-Roach.

GSheldon notified the Town Clerk and the vacancy was posted on 8/21/2023. If there are multiple people interested all agreed that DGC needs to be upfront about the frequency of meetings. Questions regarding interest level and skill set can be asked. Working groups could potentially be formed if there is a level of interest that meets the need.

B) Regional Tourism Conference:  
-Timetable needs to be determined and on focus as to not run overtime.  
-Networking can begin as early as 7:45am, also available after Conference.  
-Online payment for registration is to be determined. Invitation will be online, to be distributed after Labor Day.

**ACTION:** Draft Invitation: JPlatt  
-Invitation List: GSheldon and all narrowed down invite list. Awaiting list from Roy N and Melissa F.

C) MRPC Data analysis and next meeting with MRPC representatives*M*-Data DGC would like to have:

-Numbers of attendees / where from/ Groton Hill Music Ctr  
-Overall Arts community in Groton- art shows, performances at LA/GS/GDRHS- How many people come to restaurants in Groton?

-How many marriage licenses were issued in the past years,  
-Numbers of people staying at Groton Inn per year  
-A 10 year vision plan will be drafted. DGC will be working on the narrative in September to identify the challenges and opportunities while using expertise of others.  
-Ask former Planning Board member to illustrate examples of the vision.

D) Website updates will be transitioned September 14, 2023 to Patrick Parker-Roach. DBuckley needs to be contacted to determine where the final payment is being spent- is it all on website management or other? Social media plan will be determined for promotion and highlighting local points of interest

E) JParker-Roach displayed a draft of a 5x7 postcard that will be used as a “business card” by all committee members.

F) JPlatt would like to keep exploring the idea of a way to keep time of all of members’ time spent on DGC issues in and out of meetings.  
**ACTION:** GSheldon to ask MHaddad if there is a municipal time keeper that is preferred.  
G) GSheldon reported the budget will be due soon. Preliminary idea is to ask for $15,000.00 and break into categories of grants, merchandise and marketing.

Meeting adjourned at 9:40pm

Respectfully submitted,

Julie S Platt  
Member, Destination Groton