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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*

Julie Platt, *Member*

Joni Parker Roach, *Member*

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**Destination Groton Committee Meeting**

**Wednesday August 30, 2023**

**Minutes**

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

Guest: Judy Anderson

**1. Approve Minutes: August 22, 2023**

Motion made by JGordon, 2nd by JParker-Roach

**2.  Updates:**

A)Submit past Minutes to Town Clerk:

Minutes have not been submitted to the to the Town Clerk since January 2023.

**ACTION: GSheldon** will submit minutes he has, **JPlatt** will submit minutes she has completed.

B) Vacancy update:

Committee will keep advertising for a new member until 9/8/2023. Plan is to welcome a new member by mid-September.

**ACTION for ALL**: Reach out to people who might want to be on the DG Committee.

C) Meeting with Town Manager and Tax Collector:

GSheldon and JGordon met with Mark Haddad, Town Manager and Hannah Moeller, Tax Collector. Items discussed were:

\*Trademark for the DG logo. MHaddad said YES logo needs to be trademarked.

**ACTION: JGordon** to look into process

\*Tshirt and Hat sales: Clothing is tax-exempt. MHaddad thinks a Web based store is a good idea. GSheldon would like another order prior to Grotonfest. A point of sale can be set up by HMoeller, funds would go directly into the. DG gift fund. GSheldon and JGordon would like to distribute a t-shirt to all town employees. Also a hat and shirt to Selectboard at an upcoming meeting either 9/11 or 9/18.

**ACTION: GSheldon** to follow up on Town of Groton shirts and Selectboard, **JPlatt** to follow up with Hannah Moeller.

\*Earl Carter’s collection: MHaddad is very interested and would like to see the collection. Earl Carter would like to re-engage regarding where to put the collection.It is most likely Earl Carter would like to be compensated for his collection. Other Groton residents have small collections of Groton memorabilia also. There is money in the State of MA cultural facilities fund. Possible location Legion Hall? A working group must be formed to create a plan for Earl Carter’s (and possibly others) collection.

\*Logging Committee time spent: MHaddad encouraged all DGC committee members to keep track of hours, this includes meeting time and time spent out of meetings.

D) DGC reorganization: To be addressed at future meeting.

E) DG Newsletter Fall Edition: JPlatt would like to get ideas /dates for upcoming September/October DG newsletter. Social media will post newsletter when it is created.

**ACTION: JPlatt** to reach out to Phil Francisco and Sustainability Committee for an article.

**JGordon** to reach out to Trails Network for an update/statement of the $15K earmark from Senator John Cronin.

F) Tourism Conference Draft Program: and Invite

GSheldon received an email from Roy Nascimoto, North Central Chamber of Commerce. RNascimoto was focused on inviting local businesses - *YES-*

Also suggested current name of conference is too broad: New name is *Greater Groton Regional Tourism Conference.*

Discussion regarding: Who to invite that are tourism focused. Space is limited, decided to invite groups of people with responses due as soon as possible “space is limited”. Discussion regarding length of program and layout of information.

**ACTION: JParker-Roach** will be in touch with Alphagraphics regarding the cost of printing a program and 2 posters: Map poster and Welcome poster.

**JGordon** to change the Conference Invitation to include the GBA logo, the NVCC logo and the NMCC logo. **JPlatt** will be in touch with Hannah Moeller regarding online registration.

G) Grant Writing Working Group:

Molly Singer is back on board as of 9/11/2023. Current work includes collating information to be used in grants and information regarding 250th celebrations.

H) DGC Website .com and .gov management:

Deb Buckley, Patrick Parker-Roach, Jeff Gordon to meet on 9/14 via zoom to transition website from Deb Buckley to Pat Parker-Roach. JPlatt to meet with Pat Parker Roach after handoff to learn and understand the website. JPlatt to monitor email and report to the group if there are any notable emails other than a newsletter signup request.

**3. MRPC Data analysis, issues, questions, narrative, and next steps**:

Karen Chapman has been overwhelmed with summer work and apologizes for delay. Traffic counts will happen at Groton Hill MC during the 2 sold out events in September. All agreed that traffic counts will be more realistic in the Fall than during the summer months.

**4. Grotonfest**: GBA payment, table coverage, handouts, merchandise, media plan:

Merchandise to be sold at the DGC tent? To be discussed.

5. Adjournment at 9pm.

Next meeting Wednesday 9/6/23

1:00-3:00pm