

**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**

**Wednesday, September 13, 2023**

**Minutes:**

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

Guest**:** Patrick Parker-Roach

**1.  Approve Minutes** (recent past and review since January)

* JPlatt stated that Mairi Elliot plans to submit minutes from January to the dates when JPlatt began taking meeting minutes
**ACTION:** Still need: August 8, September 6. Whomever takes minutes, submits them to the Town Clerk after the minutes have been approved.

**2.  Cronin's Corner:**

-GSheldon appeared on a taping of “Cronin’s Corner” for Fitchburg Cable TV (FATV).

Episode to be broadcast in October on local cable channels.

**3. DGC Vacancy Interest:**

-2 responses to openings.

-There are more potential candidates. Committee will not decide or interview until after Grotonfest or 10/1/23.

**ACTION:** GSheldon to write to potential candidates to inform them of timeline.

**4.  Groton Region Tourism Conference Update:**

-Point of Sale: We have a SquareSpace site. [destination.square.site](http://destination.square.site). This will be a Point of Sale for Conference payments and sale of hats and tshirts.

Thanks to Hannah Moeller for sending the information.

**ACTION:** JGordon will set up site for Conference registrant information and payments.

PParker-Roach suggested perhaps there could be a “Donation” area on the site. All agreed it is a good idea.

-Invitation: JGordon and GSheldon have finalized the invitation wording and layout.

**ACTION:** GSheldon to email Invitation to 2 groups, from Sheldon’s town email.

**ACTION:** JPlatt to send Google response list to PParker-Roach to embed in Blue group invitations. JGordon to set up Squarespace for Green group invitations.

-List: Becoming more refined: RNascimento from NCMCC has sent a list of 15 invitees.

Waiting for MFetterhoff from NVCC and list of 20 invitees.

-Sponsors: NVCC agreed to be a sponsor for the Conference.

**ACTION:** JPlatt to contact Groton School regarding potential candidate for invite.

-Program, Flyer, Banner: Information needs to be disseminated via a flyer/handout.

Banner to be created for use at Grotonfest and Conference. Program needs to be designed and quoted by J&S.

**ACTION:** JParker-Roach to contact appropriate vendors and get quotes.

***IDEA:*** JGordon and GBA / Destination Groton to potentially host a Local Business Summit for Groton based business. More discussion based, Groton focused.

**5.  Grotonfest:**

-GBA invoice for $150.00 has not been received, therefore has not been paid.

-Details: GSheldon and JParker-Roach to provide tables.

Banner, handout to be printed.

MORE: JParker-Roach has potential HS volunteers for booth. Computer and monitor for website to be provided by PParker-Roach.

**QUESTIONS**: Tent needed? Decorations such as mums/pumpkins/balloons/ etc?

Set up time?/coverage/breakdown, merchandise, media, handouts?, mailing list signup, sign about DGC vacancy?

**6.  MRPC update:**

-Traffic counts were taken for concert on September 8. The Data analysis, schedule of information, in a holding pattern.

**7. Communications Plan:**

GSheldon to present hats / t-shirts to Select Board hopefully at 9/18/23 meeting. Also note invitation to Groton Tourism Conference.

JGordon to be taped on Around Town, Thursday, 9/14 wearing a Groton: Enjoy the Experience t-shirt. Possibly a hat.

**ACTION:** Social media to be discussed in detail with JGordon, JPlatt, PParker-Roach.

7.  Adjournment 3:30pm

Next Meeting Tuesday, September 19, 6:30 pm