

**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 20, 2023**

**Minutes:**

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

Guest**:** Phil Francisco

**1.  Approve Minutes:**

* 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. 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:** Vacancy forms to be brought to Grotonfest.

**3.  Grotonfest:**

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

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

Tableclothes: JParker-Roach

Banner: JParker-Roach

Clipboards or Notebooks:

Tent: JParker-Roach

Decor (Mums, hangers for t-shirts, flowers etc): JParker-Roach, JPlatt

Committee Vacancy Forms: GSheldon

Handouts to be printed: GSheldon

Booth 101 - Social Media and also printed ad “Groton Happenings” in Groton Herald

Volunteers: JParker-Roach has HS volunteers for booth.

Computer and monitor for website to be provided by PParker-Roach.

TShirt / Hat Sales via Squarespace QR code

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

-48 Paid invites have been emailed - JGordon keeping track of RSVP’s

-Note that those responding with 2 are allowed only one seat

-Comp. Invites will be emailed this week - JPlatt will keep track of RSVP’s

Discussion: Should Ayer and Shirley government representatives be invited?

There are some Ayer and Shirley businesses invited. Decisionto invite Alan S. Manoian, Ayer Economic Development and Sherry Anders, Shirley Greenway Committee.

-A deadline needs to be advertised for RSVP to generate responses.

5**.  MRPC update:**

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

**7. Communications Plan:**

-Social Media - Promote booth and t-shirts / hats on FB

-DGC Committee Booth 101 at Grotonfest to be advertised in newspaper

-Press release about the Regional Tourism Conference to be written after Grotonfest

**8. Squarespace:**

Hannah Moeller verified that Squarespace works and that items sold can only be non-taxable.

**ACTION: JGordon to generate monthly Squarespace summary for Hannah Moeller.**

9.  Adjournment 3:15pm

Next Meeting Wednesday, September 27, 6:30pm, Town Hall