

### **TOWN OF GROTON**

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**Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Julie Platt, *Member*

Joni Parker Roach, *Member*

**Town Manager**

Mark W. Haddad

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  **Destination Groton Committee Meeting**

**Wednesday, October 4, 2023**

**Town Hall 1:30 pm - 3:00 pm**

                                           **Minutes**

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

Guest: Judy Anderson

1.  Approve Minutes 9/9/23

-Motion to approve made by JPlatt, Seconded by JParker-Roach, All voted in Favor of the motion.

2.  Grotonfest:

-Feedback: Tent was good, location was great- business in morning and noontime, more relaxed in the afternoon.

-Merchandise sales: 2 shirts: 1 paid cash, 1 paid online- order needs to be followed up:

**ACTION: Jeff Gordon to email Kiirja Paananen kiipaa@gmail.com with SquareSpace link**

-Lessons: Interns and Committee to walk out into crowd more with signup sheet, more items to draw people in? Magnet with logo for 2024?

**ACTION: JPlatt to enter names/emails of people who signed up for email list**

3.   Review Interest Forms and Schedule interviews:

-Six or possibly 7 candidates for vacant spot on Committee.

-20 minute interviews are scheduled for next week in person from 1:30-3:3pm and Zoom during the evening if needed.

**ACTION: GSheldon to email candidates with information regarding Destination Groton and schedule their Interview time.**

4.  Groton Region Tourism Conference Update:

Responses to date: PAID RSVPs: 9 COMP RSVPs: 9

**ACTION: JGordon to send reminder emails for RSVPs.**

GSheldon created a list: ACTION ITEMS IN RED

Groton Regional Tourism Conference November 1, 2023

To – Do – List:

**Invitations/RSVP**

1. RSVP deadline reminder JEFF G TO DO -EVERY 4 DAYS
2. Prepare B- List Mailing (TO determine 10/11)

**Groton Inn**

1. 10/18 submit final number for breakfast to Groton Inn
2. Groton Inn 1st Deposit 7/18, final payment 10/25
3. Laptop needed for presentations
4. Arrange for Spill Over Room with monitor *Not sure if needed??*
5. Sign in table (coverage) - Sadie Guichard?
6. Cash Box - T-shirts? Hats? Receipts needed -pre-printed
7. Name Tags - Staples- Lanyards JPlatt / Basket for recycling badges
8. Handouts - Flyer-GSheldon— Groton VC maps - JPlatt
9. Speakers Bio information - TO DO Joni - Alphagraphics - 100
10. Posters - GBA - Easels from Groton Inn
11. DG Banner - DONE to be hung on the front of the table?
12. *Schedule a walk through of the Groton Inn - logistics*
13. *Master of Ceremonies- Roy, Melissa or Greg? Timekeepe*r?

**Speakers**

1. Contact Presenters/ perameters of 10-minute presentation / 5 minute Q&A TO DO GSHELDON
2. Aides to stand in back of room or spill over room

**Media**

1. Pre event DGC Press Release Draft by GSheldon with quotes from NVCC, NCMCC)
2. Contact invited media
3. Arrange/distribute Press Kit TO DO GSHELDON(background/Speaker Press Releases
4. Groton Cable coverage -(Ashley Doucette will be attending- need to confirm microphone needs)
5. AJ Videographer & / Kirsta Davey photographer

5. Square account balance update: $394.00 collected. Combined total from DG Conference registrations and merchandise sales.

Free Hats Rep. Dan Sena

 Rep. Margaret Scarsdale

Free Hat/T-Shirt Mairi Elliott

Sales: 1 T-Shirt ($25.00 cash)

 3 shirts Square POS ($75.00?)

6 MRPC update:

-Karen Chapman is on vacation until 10/10

-Grant Writer Molly Singer is available to meet with Grant Working Group

7.  Working Groups: Formed or To be formed

 -Grant Writing Group: GSheldon, JParker-Roach, Molly Singer

 -Communications

 -Ten Year Strategic Blueprint

 -Regional Economic and Community Development

**ACTION: JPlatt to keep in touch with Jock Snaith from Townsend about reciprocal website link**

 -250th USA Anniversary: Discussion: Perhaps this could be a Town of Groton committee to involve other stakeholders

8. Brief Select Board on 10/16

-DGC would like to present updates regarding the 11/1 Tourism Conference;

-Invite all to the Trails Committee $15,000 check Presentation from Sen. John Cronin 10/20 at 1 pm, General Field;

-Distribute Hat/T-Shirt to all SelectBoard members

-Offer the opportunity for to create 250th Committee with Town Stakeholders / Interested committees

9.  Adjournment:  3:15pm

Next Meeting, Wednesday 10/11 Interviews 1:30 – 3:30 pm