

### **TOWN OF GROTON**

173 Main Street

Groton, Massachusetts 01450-1237

Tel: (978) 448-1111

Fax: (978) 448-1115

**Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

Julie Platt, *Member*

Joni Parker Roach, *Member*



**Town Manager**

Mark W. Haddad

**Destination Groton Committee Meeting**

**Wednesday, October 18, 2023**

**First Floor Meeting Room**

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

**Minutes**

Present: Greg Sheldon, Jeff Gordon, Brian Bolton, Julie Platt, Joni Parker-Roach via phone.

Guests: Judy Anderson, Phil Francisco

1. Meeting opened at 1:30pm - Welcome Brian Bolton!

Guest visit from:

-Jennifer Moore, 108 Elm Street asked about publicizing the first Annual 5K Turkey Trot in Groton. All committee members agreed there are great ways to get the word out via Facebook, newspaper, Destination Groton, Groton Visitor Center, Squannacook River Runners.

2. Review and approve Minutes 10/11/23

-Motion made by GSheldon, Seconded by JGordon, Unanimous approval, minutes accepted.

3. Tourism Conference RSVP update/To-Do-List

-Discussion regarding RSVP list and reaching out to stakeholders.

-To Do List for Conference updated: Attached -See below in RED

-Next week meeting at Groton Inn to review Conference space and layout, preview A/V equipment.

-BBolton asked about database for DGC. Currently stored in 3 or more places, paper, Google, Excel and MailChimp. BBolton suggested HubSpot for streamlining all purposes for DGC. Committee agreed that BBolton will set up a free account on HubSpot.

4. Review Select Board briefing 10/16:

-Invited Select Board to 10/20/23 $15,000 Check Presentation, 1 pm, General Field

-Invited and described 11/1 Tourism Conference

-Described the funds available for the 250th USA Anniversary (1.5 million statewide from Mass Office of Travel and Tourism)

-Select Board recommended that DGC coordinate a 250th Committee for Town of Groton: involve Sustainability Committee, NRWA, Groton History Center to name a few

 -Recommend Brian Bolton for DGC vacancy

4. MRPC update

-Karen Chapman away until 10/23

5. Infrastructure concerns and local updates:

-Discussion regarding burying power lines on Main St. pros vs. cons

-Discussion regarding a way to connect Station Ave rail trail area to downtown Groton

-possible kiosk / bench / design

6. Update on Social media plan with Brian Bolton

-JGordon and JPlatt to forward pertinent information regarding logins/updates/website to BBolton

5.  Adjournment 3:30pm

Respectfully Submitted,

Julie Platt

Member

 **Groton Regional Tourism Conference November 1, 2023**

**To – Do – List: Discuss/edit/add**

**Invitations/RSVP**

1. (Jeff) RSVP deadline reminder (10/12) repeat every few days
2. (Jeff) Prepare B- List Mailing (email 10/18)

**Groton Inn**

1. (Greg) 10/25 submit final number for breakfast to Groton Inn
2. (Greg) Groton Inn final payment submit
3. (Greg) Arrange for Spill Over Room with TV monitor TBD if needed
4. Sign in table (Joni, coverage)
5. Cash Box - late entries / merchandise purchase
6. (Julie) Name Tags (lanyard style from Avery and print at home)
7. (Julie) Folder Handouts: (Program, DGC, VC Maps, NCMCC, NVCC, GBA, GHMC, others? DUE TO JULIE BY FRI. 10/27 - Julie and Joni to assemble folders
8. (Joni) Speakers Bio information - Use color photo for Anne Gobi
9. (Jeff) Posters? Take a look at room during walk through 10/25
10. (Joni) DG Banner- set up by the Inn
11. (Joni) Merchandise for sale - hats / shirts?
12. (Greg) Dry Run Walk Through next week 10/25 at Groton Inn 1:30pm

**Speakers**

1. (Greg) Discuss: Theme, 10-min presentation / 5 minute Q&A
2. (Greg) Aides to stand in back of room or spill over room
3. Present a DG Hat/T-Shirt as thank you - Gift bags: Trahan, Cronin, Sena, Scarsdale, Fox, Gobi. (Roy and Melissa?) 8 Total (Confirm?)

**Media**

1. (Greg) Pre event DGC Press Release (GBA, NVCC, CMCC)
2. (Greg) Contact invited media
3. Arrange/distribute Press Kit - in folders
4. Groton Cable coverage (Ashley Doucette) Extra microphone needed?
5. (Jeff) AJ Videographer capture event and ? conduct interviews at Groton Inn
6. (Julie) Kirsta Davey photographer (Not available new photographer TBD)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| A-List | **Comp (28/37)** | **Updated 10/18** |  |  |  |  |
|  | Speaker | Melissa Fetterhoff | melissa@NVCOC.com |  |
|   | Speaker | Roy Nascimento | nascimento@northcentralmass.com |
|  | Speaker | Lori Trahan  | jake.mastrandrea@mail.house.gov |
|  | Speaker | Kate Fox  | kate.fox@mass.gov |  |
|  | Speaker | Anne Gobi | Anne.gobi3 |  |  |  |
|  | Speaker | John Cronin  | john.cronin@masenate.gov |  |
|  | Speaker | Margaret Scarsdale  | margaret.scarsdale@mahouse.gov |
|  | Speaker | Danillo Sena  | danillo.sena@mahouse.gov |  |
|  | Speaker | Lisa Fiorentino  | lisa@grotonhill.org |  |  |
|  | Speaker | Mark Haddad | mhaddad@grotonma.gov |  |
|  |  | Peter Cunningham | pcunningham@grotonma.gov |
|  |  | John Reilly | jreilly@grotonma.gov |  |
|  |  | Becky Pine | bpine@grotonma.gov |  |
|  |  | Matt Pisani | mpasani@grotonma.gov |  |
|  |  | Alison Manugian | amanugian@grotonma.gov |  |
|  | Speaker | Greg Sheldon | gregory.m.sheldon@gmail.com |
|  |  | Jeff Gordon | jeff@exitassurance.com |  |
|  |  | Takashi Tada | ttada@grotonma.gov |  |
|  |  | Julie Platt | juliesp965@gmail.com |  |
|  |  | Joni Parker-Roach | joni@noagallery.com |  |
|  | Greg | Karen Chapman | kchapman@mrpc.org |  |
|  | Greg | Ryan Doherty | rdoherty@mrpc.org |  |  |
|  | Greg | Glenn Eaton | geaton@mrpc.org |  |  |
|  |  | Chris Hayes | chayes@nmcog.org |  |
|  |  | Sandie Cataldo | scataldo@northcentralmass.com |
|  |  | Rebecca Beaton | rbeaton@northcentralmass.com |
|  |  | Travis Condon | tcondon@northcentralmass.com |
|  |  | Diane Burnette | dburnette@northcentralmass.com |
|  |  | Michael Noseworthy | mnoseworthy@thegrotoninn.com |
|  |  | Catherine Coleman | ccoleman@grotonhill.org |  |
|  |  | Meagan Ackroyd  | meagan@nvcoc.com |  |
|  | Greg | Russ Harris | grotonherald@gmail.com |  |
|  | Greg | Connie Sartini | sartini38@verizon.com |  |
|  | Greg | Lowell Sun Reporter | amealson@lowellsun.com |  |
|  | Greg | Jack Petropoulos | jack.petropoulos@gmail.com |
|  | Greg | Gary Forzese | gforzese@gmail.com |  |
|  |  | John Amaral | jamaral@omniproperties.com |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | **Pay (11/42)** |  |  |  |  |  |
|  | Greg | Paul Funch | pgfunch@verizon.net |  |
|  | Greg | Peter Benedict |  |  |
|  | Greg | Bob Pine | rpine@pineandswallow.com |
|  | Jeff | Dan McElroy |  ? |  |  |  |
|  | Jeff | Josh Webber | josh@webberrestaurantgroup.com |
|  | Joni | Joshua Vollmar | Joshua.vollmar99@gmail.com |  |
|  | $40 | Phil Francisco | pmfrancisco@alumni.stanford.edu |
|  | $40 | Megan Donovan | executivedirector@prescottscc.org |
|  | Greg | Richard Chilcoat | richardchilcoat@gmail.com |  |
|  | Joni | Raquel Majeski | rmajeski@lacademy.edu |  |
|  | Joni | Lorena Novak | unacc@gmail.com |  |  |
|  | Jeff | Jason Gilberti | jayson.gilberti@yahoo.com |  |
|  | X | Tracey Smith | tracey@facetsetc.com |  |
|  |  **X** | Josiah Coleman | coleman.josiah@gmail.com |  |
|  | Jeff | Rick Santino |  ?  |  |  |  |
|  | Joni | David Gilson | gilsonherbs@gmail.com |  |
|  | Joni | Lisa Bohne | lavendergroton@yahoo.com |
|  | $40 | Judith Romatelli | Judith.romatelli@gmail.com |  |
|  | Jeff | Jeff Garibotto | info@grotonpublickhouse.com |
|  | Julie | Elizabeth Phan | Ephan@Groton.org |  |
|  | $40 | Breeze Everitt | breezee@grotonwood.org |  |
|  | Greg | Rick Walton | rick@gardnerale.com |  |
|  | Greg | Chris Simpson | chris@wachusett.com |  |
|  | $40 | Mark Matthews | markcabin56@gmail.com |  |
|  | Greg | Kym Craven | kcraven@publicsafteystrategies.com |
|  | $40 | Joanne Smith | jsmith@c21ne.com |  |
|  | $40 | Jock Snaith | snaithjock922@gmail |  |
|  | Greg | Michael-Ray Jeffries | mjeffreys@lunenburgma.gov |
|  | $40 | Michael Bussell | fchief@ashbyma.gov |  |
|  | Greg | Jason Silva | jsilva@dunstable-ma.gov |  |
|  | Joni | Stuart Ikeda | stewart@theumbrellaarts.org |
|  | Greg | Henry Tessman | htessman@greatwolf.com |  |
|  | Greg | Thomas Meyers | tom@wachusett.com |  |
|  | Joni | Diane Carson | diane@nashobapaddler.com |
|  | $80 | Ryan McGuane (2) | ryan@adventplanners.com |  |
|  | Greg | Al Rose | al@redapplefarm.com |  |
|  | Greg | Jennifer Keegan | jenniferk@nashobariverwatershed.com |
|  | Greg | Stephen Dahlgren | steve@ablefg.com |  |  |
|  | Jeff | Ozzie Filho | ozzie.filho59@gmail.com |  |

 $40 Mark Hillier Melissa Fetterhoff

 $40 Amy Severino Melissa Fetterhoff

 $80 Christine Phanord (2) Melissa Fetterhoff

**Additional invites:**

**Comp:**

 **Y** 7 Guest/Featured Speakers and 10 Staff

 (JSP ? Already counted speakers? Adding Staff would be 4 or 5?)

 Jake - for Trahan

 ?? for Cronin

 ?? for Sena

 April for Scarsdale

 **Y** Brian Bolton brian.bolton@stitchdx.com

**Pay (11)**

 Alan Manoian amanoian@ayer.ma.us

Y $40 Diane Cronin dcronin@town.pepperell.ma.us

Y $40 Alexandria Eberhardt president@haverhillchamber.com

 Sherry Anders anders\_SLN@msn.com

 Michael McGovern mmcgovern@shirley-MA-gov

Y $40 Deb Busser deb@energyspringleadership.com

 **X**  Rob Saunders rsaunders@cjsworkshop.com

Y $40 Karen Barisano ktuckerbarisano@outlook.com

 Bria Sullivan msbriasullivan@gmail.com

 Ken Ferris kferris516@gmail.com

 Alicia Green hello@aliciagreen.co

JSP I count 52 / 107 as of 10/18/23)

Total: 58/107 (as of 10/17/23)