

**Town Manager**

Mark W. Haddad

### **TOWN OF GROTON**

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**Destination Groton Committee**

Greg Sheldon, *Chair*

Jeff Gordon, *Vice Chair*

*Julie Platt, Clerk*

Brian Bolton, Member

Joni Parker-Roach, Member

Joni Parker Roach, *Member*

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**Destination Groton Committee Meeting**

**Wednesday, November 8, 2023**

**Minutes**

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

Guests: Judy Anderson, Karen Tucker-Barisano, Patrick Parker-Roach, Scott Blumsack

1. Review and Approve Minutes 10/18/23 and 10/25/23

Minutes from 10/18/2023 approved unanimously.

Minutes from 10/25/23 approved unanimously.

2.  DGC reorganization:

-Motion made to nominate Greg Sheldon as Chair byJPlatt. Seconded by JGordon. Approved Unanimously

Motion made to nominate Jeff Gordon as Vice Chair by JParker-Roach, Seconded by GSheldon. Approved unanimously.

Motion made to nominate Julie Platt as Clerk, seconded by JParker-Roach. Approved unanimously.

-Re-organization stands until June 30, 2023.

3. Regional Tourism Conference debrief:

* Thank you emails to and from Kate Fox, Anne Gobi, Lisa Fiorentino, Mark Haddad, Margaret Scarsdale, Roy Nascimento, Becky Pine, Holly Varney, Russ Harris.
* Press/social media: Article written for Lowell Sun/Nashoba Valley Voice/ Fitchburg newspaper. To be published.
* Steve Lieman and Groton Herald
* -Barbara Scofidio to write an article
* Video is online courtesy of the Groton Channel

Survey to attendees: ACTION items:

 -Generated by BBolton to send via Hubspot

 -Karen Tucker-Barisano will help write it

 -Google forms with questions- JPlatt will create and send to Bolton

-Content of message: Thank you for attending, permission to share the participant list and emails, subscription, Ask for feedback, link to Groton Channel

Conference:

82 people attended, 36 Paid attendees, 40 comp.

Next steps (GBA) and Local Business Summit

-JGordon suggestion to have a meeting for local businesses

-Goals: To create a shared vision, include ALL Groton businesses

-When is best to hold conference?

-During the writing of the Strategic Plan? After the writing of the Strategic Plan?

-Consensus is in early 2024

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4.  Organize Working Groups- GSheldon

 Welcome new participants: Karen Tucker- Barisano, Scott Blumsack

GSheldon described the focus areas for Working Groups:

 - Grant Writing- Molly Singer from MRPC is available to committee

 - Communications and Marketing- Social Media plan and website

 - 250th U.S. Anniversary- DGC to bring together other Town groups

 - Ten-year Action Plan recommendations from Destination Groton

6.  Adjournment at 3:15pm

Next meeting November 15, 2023 1:30pm