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**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 29, 2023**

**Minutes**

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

Guests: Ken Ferris, Phil Francisco, Judy Anderson, Scott Blumsack, Karen Chapman (MRPC), Tracey Murphy (MRPC), Ryan Doherty (MRPC)

1. **Request for Letter of Recommendation:** Phil Francisco asked the DGC for a letter of recommendation regarding the CPC Grant that the Sustainability Committee is applying for in Groton.

-JAnderson asked PFrancisco to clarify what is being asked to fund. Answer: CPC Application filed by Sustainability Committee will be asking for $1000 to fund the 1st stage of the Pollinator Path near the Pollinator Garden at the Groton Center in West Groton.

-JPlatt made a motion to approve writing a letter of recommendation for the Sustainability Committee. JGordon seconded. Vote to approve was unanimous.

**2. Programs:**

A) *GBA Town Conference:*

*-*JGordon announced the Groton Business Conference will be held on February 7, 2024 at the Groton Inn.

-GBA members will be comped

-Agenda needs to be drafted, perhaps the Planning Board can join us

B) 250th Anniversary: Revolution250.org

GSheldon has reached out to Don Black, Chair of Community Commemorations and Celebrations

-Ideas to celebrate Groton over a 12-18 month period from April 2025- July 2026

-JAnderson commented that other town entities should be notified on the Non-Profit Council to generate interest

**3. Communications /Marketing Working Group:**

-BBolton has posted on FB regarding the Groton Regional Tourism Conference with small response, however will continue to post.

-Idea from JGordon is that social media influencers need to be tagged

-Links to other websites / Town Groups are slowly being added

**4.DGC Postcards:** JParker- Roach asked about postcards from AlphaGraphics to be used as “business cards” or informational cards when visiting or speaking to interested groups. All agreed to JParker-Roach ordering 250 cards with a static image on front, and list of DGC Members on reverse with room for a note.

**5. MRPC Visit:**

-Karen Chapman explained that MRPC had been busy and short staffed during late summer and Fall of 2023.

-Tracey Murphy is new to the team and is working with Dr. Mullen from UMASS to create an economic analysis spreadsheet that will show how Groton Hill Music Center (GHMC) will impact the region.

-TMurphy will be fact checking with town entities and GHMC

-GSheldon referenced a study for Groton Selectboard that references projected income to the area therefore need for a study in 2020.

-JPlatt: “In 2020 GHMC was it is coming we need to do something” and in

2023: “GHMC is open- what do we do to keep things happening in region’s favor

-GMHC will have Regional impact, not just Groton

-MRPC will hopefully deliver the facts on the ROI of tourism for the region; capture the numbers and analyze

Traffic Counts in Groton from September are being analyzed by Sherry Bean and Brian Doherty.

-Brief comments: Old Ayer Rd intersection at “V” needs a re-design.

-Rt. 40 will have a strong recommendation

-Study will look at the entire day or a week rather than specific events

-Discussion regarding “State owned” vs “Town owned” portion of Main Street and classification of intersection and need for re-development.

-Questions for MRPC:

-Will the analysis tell the “loss perspective” or “leakage” as an incentive for retail /commercial businesses to move into Groton.

-PFrancisco comment: Offset of taxes must be kept in perspective for the Town of Groton. Residential taxes will not be reduced or remediated by commercial taxes.

-Idea to incentivize small businesses and be welcoming in unused retail space i.e. 4 Corners area - more support for walkable area vs. car oriented

-5 areas of town retail/businesses: Main Street, 4 Corners area, MillRun area, West Groton area, CVS area.

-Each area could be detailed regarding potential pros and cons

-Question: Can grant writer Molly Singer’s contract be extended?

-Answer: Yes, grant writing support is ongoing through MRPC

-Question: Can DLTA funds be extended to complete the data analysis for the DGC Ten Year Action Plan?

-Answer: Yes. File for an extension with Karen Chapman.

MRPC will continue to analyze data and keep us up to date.

6.  Meeting Adjourned: 3:30pm

  Next Meeting 12/6/23

Respectfully Submitted,

Julie Platt

Clerk

Destination Groton