

**Town Manager**

Mark W. Haddad

### **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, Clerk

Brian Bolton, Member

Joni Parker-Roach, Member

Joni Parker Roach, *Member*

****

Destination Groton Committee Meeting

Wednesday, January 10, 2024

1:30 pm

**Minutes**

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

**Guest**: Judy Anderson, Karen Tucker-Barisano

1. **Meeting Minutes**: Motion to approve minutes from 1/3/24 by JParker-Roach, 2nd by BBolton. Minutes from 1/3/24 approved unanimously.

**2) Updates**:

***MA Development Commonwealth Places / One Stop Grant Application***

**-** A debrief meeting regarding the FY 24 application is available and the Committee agreed to try for a Zoom call on if the committee would like feedback on why application was denied.

**ACTION: GSheldon to ask One Stop for a debrief on Zoom Call Thursday, 1/25/2024 between 1pm-4pm**

***Destination Groton Business Forum, March 27, 2024***

-Discussion regarding the overall plan for the Business Forum to be held at The Groton Inn.

-GBA and Destination Groton are the Hosts

-All GBA Members to be invited as part of their GBA Membership

-Looking for local Sponsors to help defray the costs

-Breakfast meeting - Charge for invited guests TBD current thought is $30/per person

-Theme: Focus on local businesses

-Program: Destination Groton overview, Town Officials Q&A, Local Business discussion / inspiration

-Keynote speaker possibilities: Glenn Eaton- MRPC, Alan Manoian- Ayer, or Tim Hess

-All invites to be sent through Hubspot which has DGC database

***Letters of Support for CPC Funds***

-Three letters of support from DGC have been sent: Housing Authority, Sustainability Commission, Trails Committee.

-Historical Commission letter on hold at their request

***Spring Town meeting?***

-No need for Destination Groton to make a presentation

***Don Black and*** [revolution250.com](http://revolution250.com)

-Don Black to organize a meeting with Destination Groton to discuss the possibilities

***Grant Writing Working Group***

-JParker-Roach asked Joshua Vollmar help with topic history and background if needed. Joshua agreed to help.

**ACTION: All DG Committee please visit the One Stop for Growth website**

<https://www.mass.gov/guides/community-one-stop-for-growth>

**To review the new FY 2025 Grant opportunities**

***Marketing and Communications***

-BBolton stated a newsletter draft is in process.

Next up will be a social media discussion for the Mar/Com group.

A link to the YouTube videos will be

**ACTION: JPlatt to draft January 2024 DG Newsletter in Hubspot, BBolton to send a draft to DG Committee in order to email week of Jan. 15**

**3) MRPC Economic and Traffic data presentation and discussion**

-Tracy Murphy will return to DGC meeting on 1/24 with final report.

-Preparation needs to be done by all committee members:

-Read the North Central Economic Development plan

-Review Governor Healy’s plan

-DGC interested in what the data shows to include in a 10 Year projection report to show demand and business needs.

-JGordon would love a spreadsheet or projection of growth chart that is easy to read and digest for all.

Meeting adjourned at 3:20pm

Next Meeting 1/24/2024, 1:30pm

Respectfully submitted,

Julie S. Platt

Destination Groton

Clerk