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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*



**Destination Groton Committee Meeting**

**Wednesday, January 24, 2024**

**Minutes**

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

**Brian Bolton**

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

1. **Meeting Minutes**: Motion to approve minutes from 1/20/24 by JParker-Roach, 2nd by BBolton. Minutes from 1/10/24 approved unanimously.

**2.  Updates:**

***MRPC Data Analysis Report***

-Tracy Murphy to join DG Committee during regular meeting on 1/31/24

-GSheldon has asked for the report to be emailed to him to share with DGC so Committee members are not seeing information for the first time.

-GSheldon to invite Takaski Tada to 1/31/24 meeting

**ACTION: All Committee members to read and formulate questions once MRPC report is emailed, bring thoughts and questions to 1/31/24 meeting.**

***Regional Six Town Group with Representative Scarsdale***

-Group with representatives from 1st Middlesex District met on 1/19/2024.

-Idea is to highlight the region within North Central MA

-Discussion of collaboration on a regional website - one site- each town linked

-Could Roy N. Include all on North Central or should it be it’s own website/landing page

-Coalition around Tourism/Business/ Regional issues

-Rural small towns of Massachusetts

-JGordon asked BBolton for his opinion of $1200/town estimate is a reasonable cost for website or if it most likely be a higher cost.

-BBolton suggests that creating a budget is difficult to predict as each town may have different content

-JAnderson stated all towns in this region are having budget issues

***Grotonfest Spring into Summer at Prescott Community Ctr.***

-Scheduled for Sunday, May 19

-Should DGC have a booth for $50.00

-All decided that visibility is a good idea

***One Stop Grant Debrief***

-GSheldon trying to set up 1 hour Zoom call to debrief/ hear feedback about the Commonwealth Places grant submitted in 2023.

-Need to update chart of grant opportunities

**ACTION: JParker-Roach to call Molly Singer and ask if Grant Opportunities for Groton chart from last year can be updated.**

***Destination Groton Business Forum:***

-Date needs to be adjusted from March 27 - all decided to try for week of April 8.

-Discussion regarding keynote speaker and message DGC is trying to send

-Discussion about Town Overlay District in practice vs. design process

-Goal is to try to create new economic revenue streams for Groton

-Invite list of GBA members from JGordon and also curated list of invitees`

**ACTION: JGordon to contact Michelle Collette to invite her to a DGC meeting to inform the Committee about the Town Center overlay history/process/context.**

***Marketing Working Group***

-BBolton reported that the newsletter distribution was a success

-38% open rate which is very good

-Unique clicks on stories / articles can be tracked which is helpful

-GSheldon asked if we can post on social media as well as DG website and DG page on Town of Groton website?

-GSheldon inquired if recording from Groton Regional Tourism Conference can be posted on websites also

3. **10 Year Strategic Vision Plan**

-Once MRPC data analysis has been shared, writing can begin

-We have Survey results: “This is what we hear”

-We have Data results: “This is what facts we have gathered”

-ACTION: All DGC members to read the North Central regional plan emailed

-Due date for report to be March 26, 2024

-Will present findings to Destination Groton Business Forum

-Present to Town at Fall 2024 Town Meeting

Meeting adjourned 2:30pm

Next meeting January 31, 2024

Respectfully Submitted,

Julie S. Platt

Clerk