

**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, February 7, 2024**

**Minutes**

**Present: Greg Sheldon, Jeff Gordon, Julie Platt, Brian Bolton**

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

1. **Review and Approve Minutes**

**-**Motion made by Bolton to approve the Minutes from January 31, 2024. Motion 2nd by JGordon. Minutes approved by unanimous vote.

**2. Updates:**

***-One Stop Grant Commonwealth Places review:***Week of 2/12 there is a possibility of meeting with One Stop MA grant team for feedback on DGC submission in June 2023, GSheldon to coordinate.

***-Master Plan Feb. 6 meeting review:***

\*March 14 will be the 3rd Public Forum for the Master Plan

The planners have included the MRPC statistics that were presented by Tracy Murphy to DGC.

***-America 250th Don Black: No updates.***

***-DGC/GBA 4/12/24 Town Conference Friday, April 12***

JGordon is collating an email list for distribution.

Panelists were discussed: Town Panel: Takaski Tada, Mark Haddad, Tracy Murphy.

Business Panelists: John Amaral, Lisa Fiorentino, others to be asked.

Discussion about title of the conference and need for an action verb.

Discussion regarding possible Keynote Speaker Tim Hess. All agreed that GSheldon would invite Tim Hess to be the Keynote Speaker.

Disussion regarding Station Ave. development and how GELD remained on Station Ave which changed the plan for development.

**ACTION / TO DO LIST:**

Invitation / mailing Press release and photos

Nametags Program

GBA Posters Contact Speakers (in process)

Banner

GBA members to have complementary invitation

***-Grant Writing Working Group***

Joni contacting Molly Singer, grant writer

***-Communications and Marketing Working Group***

BBolton and group will be proposing changes to the website; namely an “Open for Business” tab on the Main menu. This will include “Why Groton”, "Success Stories” and “How to…” which will be directly linked to Town of Groton website. Information on the 5 economic zones in Groton: West Groton, Four Corners, Mill Run Plaza area, Country Club/CVS area, Groton Center

BBolton proposed that DGC spend no more than $400 with a website specialist to help optimize the Destination Groton website.

Motion made to approve proposal made by GSheldon, 2nd by JGordon.

Motion was approved with a unanimous vote of the committee.

***-DLTA 2024 MRPC application or extension***

GSheldon described next steps. The baseline report of retail leakage has been drafted. There are many items on the request list for MRPC information that have not been fulfilled: i.e. There no interviews with Groton Hill Music, Town officials, Chambers of Commerce.

Traffic reports have not been provided.

Need to re-apply to DLTA Grant for 2024 with more specific requests.

**2. Historical Society Draft Letter of Support**

GSheldon described ask from Historical Society for a letter of support for CPC grant money. DG Committee voted for unanimous support as the Historical Society showcases Groton’s history.

**3. Vision Plan outline discussion**

**ACTION for ALL:** Vision Plan Outline has been provided. Please make time to add to the outline with either notes/thoughts. Sit and write a paragraph or two.Think about what needs to be communicated / advised to include in report.

**Meeting Adjourned: 3:20pm**

Next meeting will be with One Stop Grant committee representatives via Zoom call week of 2/12/24

Respectfully Submitted,

Julie S Platt

Clerk

Destination Groton Committee