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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, June 12, 2024**

**Minutes**

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

**Guests: Phil Francisco**

1. **Review and Approve Minutes:**

-Minutes from May 15, 2024: Motion to approve by JParker-Roach, 2nd by JGordon. Vote was unanimous to approve meeting minutes from May 15, 2024.

-Minutes from May 22, 2024: Motion to approve by JGordon, 2nd by JPlatt.

Vote was unanimous to approve meeting minutes from May 22, 2024.

-Minutes from May 29,2024: Motion to approve by JGordon, 2nd by JParker-Roach. Vote was unanimous to approve meeting minutes for May 29, 2024.

**2.  Updates:**

**A) Grants submission on June 5, 2024**

Two grants have been submitted to the One Stop for Community Development program and the grant applications will be accepted or denied in October 2024. Grant 1: Application for $25,000 for Technical Assistance with retail leakage gap study.

Grant 2: Application for $100,000 for a Groton Town Center Vision Plan which would include hiring a consultant to lead focus groups and research.

**B) Joint Committee on Community Development and Small Business** for the State of Massachusetts will be coming to Groton on a “Listening Tour”. Host will be Rep. Margaret Scarsdale, who is a member of the committee. Will take place at Groton Hill Music Center.

DGC members and interested business people please attend.

2:00pm Monday, June 24

**3. Zoom Meeting with Barrett Consulting / FXM Consulting**

-GSheldon introduced Destination Groton group as the group that has interests in economy and business development in Groton. Thoughts were shared regarding the continuation of research and for DG to help with 2024 Master Plan.

Ideas shared with FXM:

-Master Plan could start with what is NEW in Groton

-Begin with where there is economic potential

-Would like to hear more about goals for capturing $ due to retail leakage

-Where are the new possible revenue streams?

-Station Avenue 2008 Vision Plan which became the Town Center Overlay District

-Ideas could be more expansive

-Believe growth is still coming to Groton with numbers that have been collected from Groton entities Master Plan could represent what is being discovered with weddings held in town / restaurant visitation

FXM Consultants:

-Tax base could be expanded

-Healthcare/Wellness is strong in town

-Manufacturing

-Current zoning does not comport with growth

-it is up to Groton to decide which direction to grow

-Groton will have to change some zoning to allow for expanded tax base

-lack of commercially zoned space in town

PFrancisco:

-Perspective is to not bury the lead - where are the growth sectors in Groton?

-Emphasis on zoning and changes that could create opportunities in mixed-use zoning in Groton

-Present opportunities first

-Please refer to the DGC group as current group working toward economic growth and potential in Groton.

Barrett Planning Group:

-Holding 2 Community Forums on Thursday, June 20 2:30pm and 6:30pm

-Will listen to community goals and advise on specific goals

-Town will proceed with goals it would like to accomplish

**4. DGC Budget Discussion for FY 2024**

-$4,451 remains in FY 2024 committee budget

-Ideas to encumber include:

--Website renewal and related expenses

-Contribute to Groton Visitor Center website upgrade

-Hire a Social Media Influencer for Destination Groton social media

-*Help with funds for the Regional 6-town website*

*-Can Groton subscribe to placer.ai or data program similar to Arrivalist?*

-Can an interactive tour utilizing the history /research of Josh Vollmar. A link can be created with an audio file for historic places in Groton on Main Street.

-Reserve Conference space downpayment with Groton Inn for Fall 24

*Discussion:* Social media influencer cost will be minimum $2500 with potential additions to the programming needs across all social media.

*Questions* regarding if there is any impact data for the media influencer’s work? Will this expenditure be considered as “marketing the town”- yes.

What are the exact costs associated with keeping website up to date and renewing web host? Do we need to encumber money to reserve the Groton Inn for a Fall 2024 Conference?

**ACTION:** BBolton to report on exact costs of web renewal and associated expenses. DGC will budget appropriately

**MOTION:** JParker-Roach moved to encumber the remaining funds in the following manner: $1,500 for DGC website expenses, $500 to the Groton Visitor Center for website upgrade expenses, $450.00 to the Groton Inn for a deposit for the Fall 2024 Groton Conference date to be determined.

JGordon 2nd the motion. Vote was taken and results were unanimous in support.

Meeting adjourned 3:45pm

Respectfully submitted,

Julie Platt

Clerk

Destination Groton