**Meeting Minutes - Destination Groton Committee (DGC) Meeting**

**Meeting Date:** August 20, 2025

**Attendees:**

* **Committee Members:** Greg Sheldon, Joni Parker-Roach, Brian Bolton, Heather Puksta

**Meeting Summary:** The committee focused heavily on preparations for the **September and October public forums**, stressing outreach, logistics, and clear messaging to town officials and residents. Members agreed on the need to move the September 10 and 17 forums to the Groton Center to ensure adequate space and accessibility, with October sessions set for the 1st, 8th, and 15th at varied venues. The group also advanced plans for the **Don Ryan book talk and signing** (tentatively November 2), coordinated strategy for the **Scenic America photo contest**, and discussed the **Society of Cincinnati grant application** for historic plaques and programming. Additional topics included marketing materials, maps of shopping and wellness businesses, press/social media strategy, stakeholder engagement for Station Avenue planning, and feedback on video/architectural presentations.

**Discussion Summary**

1. **Public Forums & Outreach**
* September forums scheduled for **Sept. 10 & 17**, likely at Groton Center due to limited seating elsewhere.
* October Public Forums set for **Oct. 1, 8, 15** with first at the Center, others at alternative venues.
* Strong need for **better communication and outreach** to ensure committee and public participation.
* Presentations to include framing by committee, plus video segments from Stantec and InSitu.
1. **Visioning Materials**
* Two-page **visioning process document** updated; may be formatted as flyer/handout.
* Discussion of adding **QR codes** and republishing the Groton printer card.
* Agreement to also post materials online for broader access.
1. **Local Business & Maps**
* Proposed creation of **shopping and wellness maps** to highlight Groton’s retail and health-oriented businesses.
* Consensus that businesses should be listed comprehensively, categorized, and presented online.
1. **Grants & Funding**
* **Society of Cincinnati 2/50 grant** application in progress (due mid-September).
	+ Potential funding for **Revolutionary War historic plaques** and **Don Ryan honorarium**.
	+ Plaques to cover ~16 sites; estimates pending from Josh Ballmer/Jim Desrosiers.
	+ Grants may range up to **$20,000**.
* Discussion of partnering with Prescott Community Center as fiscal sponsor.
1. **Don Ryan Book Event**
* Committee settled on **Nov. 2, 2025 (Sunday)** for event, with 1–4 PM block including site tour, lecture, Q&A, and signing.
* Agreed to offer **$1,000 honorarium**, plus book sales.
* Event to be tied into grant application and MA250 activities.
1. **Scenic America Photo Contest**
* Groton represented by **three local photographers: Kirsta Davey, Joni Parker Roach, Karen Riggert**.
* Voting rules: one vote per day, per person, by searching “Groton.”
* Winning entry will appear on the **cover of Scenic America’s national publication**.
* Committee to promote heavily on social and community channels.
1. **Press, PR, & Media Strategy**
* Post-Labor Day **survey launch** and press announcement planned.
* Committee emphasized need for systematic **press and social media outreach** to align messaging.
1. **Master Plan & Station Avenue**
* Stakeholder engagement needed for Station Avenue, Main Street, and Adam Street.
* Architectural presentation highlighted traffic calming, housing density, sustainability, and retail opportunities.

**To-Do List**

* **Brian Bolton** – Offer Don Ryan $1,000 honorarium and confirm Nov. 2 event details.
* Finalize **Don Ryan book event logistics** (venue, schedule, promotion).
* Promote **Scenic America photo contest** via Destination Groton and Groton MA Facebook pages.
* Coordinate with **Megan Donovan (Prescott Center)** on Cincinnati grant application.
* Follow up with **Josh Vollmar & Jim Desrosiers** on plaque cost estimates.
* Provide feedback on 25-minute video presentation (focus on ending improvements).
* Post **new public survey** after Labor Day.
* Draft and release **press announcement** post-Labor Day outlining forums and survey.
* Reach out to **Phil Francisco** on master plan implementation.
* Organize **stakeholder meeting** for Station Avenue and related corridors.