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

**Meeting Date:** September 17, 2025

**Attendees:**

* **Committee Members:** Greg Sheldon, Jeff Gordon, Joni Parker-Roach, Heather Puksta
* **Sub-Committee member:** Karen Tucker-Barisano

**Meeting Summary:** The meeting opened with the approval of minutes from September 10, followed by updates on presentation logistics, grant submissions, marketing plans, and coordination for upcoming public forums. The session focused heavily on preparing for the **October visioning forums** and planning a **marketing campaign for the November 2 book signing**. Coordination with key stakeholders — including Phil Francesco, Barbara from the *Groton Herald*, and JD regarding guest speakers — was emphasized. The committee also discussed improving public outreach through social media and press releases.

**Detailed Discussion**

1. **Approval of Minutes**
   * Minutes from the September 10 meeting were reviewed and approved unanimously.
2. **Presentation Schedule and Logistics**
   * Speaker 1 presented a 9-slide overview; Michael Clark (Stantec) shared a 24-slide deck; and Tim Hess provided a 24-minute video.
   * Expected total presentation time: ~1 hour plus 30 minutes for Q&A.
   * Attendance anticipated at **40–60 people** with **50 printed handouts** prepared.
   * Hybrid Zoom participation was discussed; some technical issues may limit interactivity.
3. **Grant Submission Updates**
   * The *Society of Cincinnati* grant was successfully submitted after cutting a 9-page narrative down to 3 pages.
   * The committee expressed excitement about the **Cincinnati grant’s alignment with Groton’s 250th celebrations**, with a potential installation by **April 19, 2026**.
   * Discussion included DPW’s limited installation support and possible follow-up with Martin.
4. **Marketing & Outreach**

* Planning began for a **November 2 book signing** (Don Ryan and Prescott).
* Proposed marketing tactics: Facebook posts, Groton Listserv, personal shares, and Herald coverage.
* Consideration of raffling **10 books** at public meetings to increase attendance.
* Barbara (Groton Herald) will explore making key articles open-access for broader social sharing.

1. **Coordination and Implementation**

* **Phil Francesco** is leading the **Master Plan implementation committee**; DGC is mentioned in multiple related tasks.
* Committee plans to meet with Phil to align objectives.
* JD follow-up needed regarding the female guest speaker’s attendance and potential additional room.

1. **Media and Public Relations**

* Need identified for a consistent **press release and social media system**.
* Brian and the Chair will lead drafting of announcements for upcoming grants and public forums.
* Goal: quick turnaround on press releases within 24 hours of major news (e.g., grant wins).

1. **Public Forums**

* Three **Public Visioning Forums** confirmed:
* **October 1** – Groton Center
* **October 8** – Grotonwood
* **October 15** – Prescott Community Center
* Cable recording confirmed for September 17 only; efforts underway to secure coverage for October 15.
* Target attendance for final forum: **100+ residents**.

1. **Closing**

* Meeting adjourned with plans to reconvene after the first public forum.
* The night’s agenda: three presentations, open discussion, and Q&A—serving as a rehearsal for the public sessions.

**To-Do List**

* Launch a marketing campaign for the **November 2 book signing** by October 1.
* Coordinate with **Barbara** to publish an article in the *Groton Herald* promoting the book event.
* Follow up with **JD** to confirm the availability of the **female guest speaker** and reserve an additional room if needed.
* Provide a **time-tracking template** for members to record hours spent on committee activities.
* Reach out to **Phil Francesco** to coordinate the committee’s role in **Master Plan implementation**.
* Draft and circulate a **press and social-media campaign plan**, led by Brian and the Chair, for upcoming announcements and forums.