

City of Gloucester Tourism Commission

City Hall, 9 Dale Avenue, Gloucester, 3rd floor

Minutes of meeting - July 7, 2014, 6:00PM

Present at Meeting: Carol Thistle, Laura Baker, Pauline Bresnahan, Laura Dow, Paul Frontiero, John Orlando, Karen Ristuben and Catherine Ryan

Absent from Meeting: Tom Daniel, Zach Sears, Peter Webber

Called to order at 6:10pm

Acceptance of Minutes: a motion was made to accept the minutes from John Orlando and a 2nd from Paul Frontiero - all in acceptance.

Update on Welcome Center

Hannah Verga was hired - 35 hours per week and fill in when needed.

Look into signs for 128 - Exit 14 to Stage Fort Park for "Park and Ride"

Off season commission activity to meet with DPW on enforcement of parking allowances.

Need for better marketing of trolley - brochures to be distributed.

Lodging Tour Recap

Went over well. Need to keep stops informed of timing along the route if altering from schedule.

Training Workshop

Paul Frontiero is looking for guidance on best way to coordinate. Decided to meet this week at Farmer's Market and try to incorporate these two events. More to follow.

Gloucester Cultural Districts

Great job at State House - Catherine and Karen!

Thank you to Garden Tours - will compile a list of thank you cards that need to be sent via a shared e mail.

Advertising

Commercial ran 5/12-7/6 - just finished 8 week run. TV was top “other” category from the questionnaire at SFP on what brought you to the area. The commercial is running at visitor center and Salisbury Visitor Center. Ad on Northshore radio beginning. Summer Cinema and Harborwalk being heavily promoted through a series of ads and posters. There is a need to fund this project in the future.

RFP Five Year Plan

2 options were submitted and “Open the Door” - Christina Papas was selected. There will be a tentative meeting on 7/15 at 2:30. Christina will be coming to 8/4 Tourism Commission meeting.

Plan will be carried out in two phases: the outline of plan is due 9/15 and the marketing and 5 year strategic plan to follow.

Paul Frontiera left at 7:10pm

Announcements and Next Steps

Follow up action needed on thank you cards.

Look at GloucesterMA.com to discuss who will pay to continue and update/organize website.

Volunteer nametags are being handled through the city for free.

Volunteer perks program needs to be finalized and posted.

A suggestion that a quarterly letter to editor highlighting the Tourism Board activities be handled by Carol Thistle.

Water Shuttle doing well.

Sign up for newsletter at rockyneckartcolony.org

Start thinking about 400 year old city celebration - “2023”

Motion to adjourn at 7:30pm by Karen Ristuben and 2nd by John Orlando - all in favor.

Respectfully submitted: Laura Baker

Next Meeting Monday, August 4, 2014