



**City of Gloucester Tourism Commission
Meeting Agenda**

**Monday, September 30, 2019; 5:00 to 6:30 PM
Third Floor Conference Room
City Hall, Nine Dale Avenue**

1. Open meeting, note attendance, select minute taker.
 - a. Attendance: Ken Riehl (Ex Officio), Caitlin Pszenny (Member), Kimberly Voltero (Member), Doug Silva (Member), Jennifer Amero (Member), Jill Cahill (Community Development), Elizabeth Carey (Discover Gloucester), Patti Gates (DDC), JD McCackren (spectating, involved with 400), Jeanne Hennessey (Beauport Hospitality Group)
 - b. Notetaker: Caitlin Pszenny
 - c. Meeting Chair: Ken Reihl
 - d. Quorum established
2. Review and approve meeting minutes of Oct 16, 2018, Feb 25, 2019, April 22, 2019, May 20, 2019 and June 24, 2019.
 - a. Tabled until next meeting.
3. Mission statements discussion:
 - a. Dissolving the DDC and incorporating pieces into the Tourism Commission
 - i. Jill Cahill is working with Councilor Cox and the Mayor
 - ii. We need a mission statement so we can invite the DDC to join the Tourism Commission?
 - iii. Tourism Commission will look city wide and not just downtown
 - iv. What from the DDC are relative to the tourism commission that we can incorporate in?
 - v. They will probably have go through the process to be appointed
 - vi. Will need to go through City Council as well
 - b. Mission Statement- DDC:
 - i. We can envelope points 1, 2, 3, 4
 1. Examine and evaluate conditions on an ongoing basis
 2. Propose and promote physical improvements
 3. Coordinate public and private efforts
 4. Encourage - in cooperation with the Cape Ann Chamber of Commerce - a creative marketing plan, coordinated advertising, promotions, and special events
 - Points 5 and 7 Should be fielded to the economical and community development or other committees and we can peripherally support.
 5. Promote the establishment of new businesses

7. Promote and encourage the proper mix of goods, services, housing, recreation, and entertainment

Points 6 and 8 are no longer relevant

6. Encourage the establishment of special committees composed of municipal officials, bankers, merchants, industrialists, preservationists, chamber of commerce officials, downtown residents, design professionals, developers, real estate brokers, and others concerned with downtown
8. Coordinate - through the Community Development Department - the activities related to downtown of the Historical Commission, the Historic District Commission, the Waterways Commission, the Planning Board, the Tourism Commission, the Economic Development and Industrial Corporation, the Redevelopment Authority, and the Housing Authority

4. Mission Statement- Tourism:

1. Recommend an overall coordinated tourism program that is related to the City's community and economic development activities, historical resources, recreational opportunities, and natural and scenic attractions
2. Recommend the organization, creation, and maintenance of tourist attraction
3. Recommend and implement an advertising program for the City
4. Coordinate public and private efforts

- a. We will keep points 1 and 2.
- b. Point 3 Discover Gloucester and CACC implement advertising, so we can focus on recommendations, suggestions and identify opportunities and needs. Find what is missing.
- c. We will continue to do point 4 by working with other organizations already running events and recommending the city hire an events coordinator.
 - i. Cruise ships are an area of opportunity
 - ii. Follow through once people arrive in Gloucester is a big piece of the puzzle.
 - iii. We should also have a SOP of beautification of the city

5. Commission purpose:

- a. Who takes it up after we make a recommendation?
 - i. The administration will review and decides what can or cannot be done.
- b. Discussion and Ideas:
 - i. Harborwalk revitalization? How do we publicize better?
 1. The resources ran out because there were no plan for maintenance.
 2. Previous administration left it as a disaster.
 3. Jill secured Grant money for revamp website, brochure, QR codes
 4. Working on SEC grant for infrastructure needs
 5. Should be Parks and Rec management- programming
 6. JD – nowhere tells you where the beginning and end is.
 - ii. No park and Rec programming situation – Should we have a programming- community events?
 1. Related to Arts in Culture and Open Spaces
 - iii. What is our interaction with Culture districts? Rocky Neck and Harbor Town

- iv. Recommend an events coordinator
- v. Calendar of Events managed by the city

6. Objectives

- a. More signage
- b. City banners
- c. Cruiseships: Cruise Ships:
 - o Jeanne Hennessey: Holland America here today 9/30/19
985 people came out on foot (1713 passengers)
 - o Other people on busses:
 - 4 busses going to Boston and Cambridge
 - 10 busses staying in Gloucester and Rockport
 - Cata sold over 600 passes on trolley
 - Trolley was right out front
 - Took people to Rockport as well
 - o Reports from community:
 - Topside Grill had a good crowd
 - Elizabeth Carey helped welcome people
 - Passengers reported Gloucester to be a “Wonderful, friendly community”
 - Passengers mentioned- Brass Monkey, Design of Mine, Maritime Gloucester, Topside Grill
 - o Question most asked about:
 - Wicked Tuna
 - Best Lobster Roll
 - o Some issues:
 - Cape Ann Museum (they were closed)
 - Hammond Castle (closed)
 - Beauport Sleeper McCann (closed to public- only for scheduled tours)
 - Many people said that everything was closed (only in the early morning)
 - o Solutions to these issues:
 - Elizabeth had main street put up signs
 - Elizabeth is going to collect testimonials from the businesses to help educate so we can be open as a city
 - o Jen: What was the timeline for letting restaurants and retail alerted about cruise ship?
 - Elizabeth: 3 weeks ago
 - o Discover Gloucester, Chamber and Beauport collaborated on one piece with walking map and brochures
 - o Next Ships:
 - Holland America on October 12th -1500 passengers- Saturday 8 to 5 PM
 - October 30th Victory 200 passengers – over night
 - Australia to all over the US to England and other countries
 - o Jeanne: Cruise ship is not scheduled. She shares with Chamber, DDC, Downtown merchants, Discover Gloucester.
 - o **Things to discuss further:**
 - How do we help get people to business further out than downtown?
 - How else can we be of assistance to Jeanne and Beauport Hospitality?
 - Patti: Would like to see the Trolley go down Main street fully

- Put cruise ships on future agenda
7. Two responses for new members
 - a. Patti Gates would like to be on the Tourism Commission
 8. Applicants: Lisa Denola, Roseanne Cody

Next meeting date: 10/21

Meetings for rest of the year: 11/18 and 12/16

Motion to adjourn- Jen, second Doug