

Gloucester Tourism Commission

Meeting March 24, 2014

Third Floor Conference Room - City Hall

Meeting Minutes

Present: Tom Daniel, Carol Thistle, Laura Baker, Pauline Bresnahan, Melissa Cox, Laura Dow, Paul Frontiero, John Orlando, Karen Ristuben, Catherine Ryan, Peter Webber

Absent: Zach Sears

Guests: Linn Parisi, Joe Ciolino

The meeting was called to order at 5:10 p.m.

Catherine Ryan moved to approve the minutes of the last meeting on February 24; seconded by Melissa Cox and approved unanimously.

There was a brief discussion about the issue of conflict of interest for Commission members who serve on other tourism boards. Tom Daniel relayed information from Suzanne Eagan that it was up to each Commission member to contact the Massachusetts Ethics department for any rulings on his or her activities. Laura Dow submitted disclosure forms for review.

Tom Daniel introduced Carol Thistle, new Senior Project Manager for the City. Carol told the Commission a little bit about herself and her background and prior in tourism, marketing and public relations.

Tom gave a recap of previous work of the Tourism Commission and a view of the agenda going forward.

Tom introduced Linn Parisi of Discover Gloucester Destination Marketing Organization (DMO). Linn informed the Commission of the history of the DMO and gave an overview of the way that the DMO provided outreach beyond Gloucester to promote Gloucester in order to increase visitation. Among other things this includes the production of a Gloucester Visitor Guide and new in 2104, the creation of the Seafood Trail.

As a side note Linn mentioned the fact the Blynman Bridge is no longer open to busses. A discussion ensued as to what is being done and how to alert busses to alter their routes. Melissa Cox said that the City Council was going to hear from state legislators Ann-Margaret Ferrante and Bruce Tarr regarding the status of the bridge.

Tom reviewed the staff recommendations for the remainder of the 2014 tourism budget as set out in his memo of March 21.

There was discussion about hiring an intern at the Visitors Center.

There were questions about PR for Gloucester and the Chamber's involvement. Pauline Bresnahan and others requested the opportunity to meet with PR for Gloucester.

There was a discussion regarding signage to the Chamber Visitor Center.

Melissa Cox moved to accept the funding recommendations for the FY(14) Budget. The only budget line item not approved was the \$22K allotted for advertising, which was tabled for discussion at the next scheduled TC meeting.

Karen Ristuben seconded and the motion carried unanimously. Peter Webber abstained as he is not a resident of Gloucester and precluded from voting.

There was further discussion to clarify line items.

Additional minutes provided by Catherine Ryan.

- In light of an update and observation from City staff, a motion was made by Catherine Ryan to amend the approved Tourism Commission funding recommendation as follows: that the \$500 Discover Gloucester allocation towards ½ page ad be redirected instead towards anticipated “seafood trail” distribution costs and/or administration. The line item shall be edited to reflect this new target commitment while funding remains within the Discover Gloucester itemization. The motion was seconded by Melissa Cox and approved unanimously.
- Committee member Paul Fronteiro suggested that committee meeting frequency be increased. A brief, general discussion ensued: meeting more often; individual preferences for when to meet or not meet at all; being mindful that we continue meeting monthly through the task of 5 year plan, etc. A request was made for an additional meeting to be scheduled for the month of April and was agreed to. Hence, there will be two meetings April 2014: Monday April 7th as well as Monday April 28th, same time slot, 5-6:30pm.
- Meeting adjourned 6:40pm