

**GLOUCESTER TOURISM COMMISSION
MEETING MINUTES
Monday, April 7, 2014
5:00PM to 6:30PM
CITY HALL, 3rd Floor Conference Room**

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

Guests: Paul McGeary, Joe Ciolino, Linn Parisi

1. Note-Taker for Tonight
Melissa Cox
2. Review and Approval of Minutes
Moved = Melissa Cox
Second = John Orlando All approved.
3. Advertising Recommendations for FY14 (Carol Thistle)
After the commercials, the stats from the website increased by 25%, there may have been other contributing factors. 104.9 radio spot, WBZ spot commercial all contributed to the website traffic. Community for the Arts could have brought traffic to website due to the art requests around the same time.
Pauline suggested we run what we have for FY14, reproduce in FY15. Peter asked if we could add anything to the current video. Carol responded that we could not add to the current video. Paul and John asked if we could add Connecticut to the areas we cover with the advertising. Carol will check into it. Summery=Maybe add Connecticut, keep FY13 ad to run in FY14, run in NY again, do radio ad again. Moved = Pauline Second = Paul All approved.
4. Project Ideas and Updates
Visitor Center-Reviewing resumes, will interview this week and will be posting the job description for the seasonal staff position.
 - a. Visitor Center Training (Laura Baker and Laura Dow)
Volunteering Shout Out to be set early May for visitor center.
Restaurants/Lodging/Activities tours first week of June so the volunteers can get familiar with businesses. Open house is set for Tuesday May 20th.
Creating an orientation booklet for volunteers. Volunteers should have name tags.
 - b. Kick-Off Event to Season (Melissa Cox)
Chamber-No date set
DMO-No date set

Rocky Neck Cultural –Thursday May 22nd

- c. Survey (Melissa Cox)
Karen Ristuben suggested Councilor Fonville do the survey as he is experienced in creating surveys.
 - d. Blynman Bridge (Melissa Cox)
No update as of now. Request was made to request that parking for tourism buses only be allowed at the pavilion beach area off the Blvd from now until October 2014.
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- 5. Review of Matrix of Items Needing to Be Addressed (All) Not covered**
 - 6. Election of Chair and Vice Chair (All) Not covered**
 - 7. Announcements (All) Not covered**
 - 8. Next Steps Not covered**
 - 9. Adjourn 6:43pm
Moved = John Orlando
Second = Melissa Cox

Next Meeting Monday, April 28, 2014 at 5:00