

Gloucester Tourism Commission
Meeting April 28, 2014, 5Pm to 6:30PM
Third Floor Conference Room –City Hall
Meeting Minutes

Present: Melissa Cox, John Orlando, Laura Dow, Paul Frontiero, Zack Sears, Pauline Bresnahan, Tom Daniels, Carol Thistle, Catherine Ryan via Phone conference

Absent: Karen Ristuben, Laura Baker and Peter Webber

Guest : Joe Ciolino

Review of Meeting Minutes of April 7, 2014 meeting. Motion to accept by John Orlando and seconded by Melissa Cox.

Carol gave a Visitor Center Update:

*Kathy Gilson has been rehired as Welcoming Center Coordinator starting 4/28.

* Replacement of the Visitor Center roof will be put out for bid.

Joe Ciolino recommended that they make sure that the flashing is replaced around the chimney.

*An Open House is planned on May 22 from 5:00pm to 6:30pm at the Welcoming Center.

* The Welcoming Center will officially open to the public the following day on Friday, May 23, 2014.

*The Assistant Visitor Center Coordinator position was advertised and we are collecting resumes.

*Carol passed out a Visitor Center Opening Timeline for the month of May.

Laura Dow gave an update on Volunteer Orientation Plans:

*A table was set up at Sunday's Pride Stride event to try to recruit volunteers

*Name Badges at the cost of 2.75 ea. were recommended to be made for the volunteers. Along with using as their identity for the center it could also make it easier for the business community to offer special offers to our volunteers.

*Pauline asked if this would also serve as a parking permit at the Park during their volunteer time. If a volunteer does not wish to purchase a beach sticker could this serve as a pass to park for only the time they are scheduled to volunteer.

*Melissa will check on this recommendation with the Mayor.

*Also discussed was the possibility of businesses to take a personal visit during the summer to introduce themselves to the volunteers and share information on their own. This will be highlighted during the May 22nd open house.

Carol spoke about the **Holland America** cruise ship that is coming into port on Sunday, May 4 at Cruiseport. The City, Cape Ann Chamber and Cruiseport are working together to welcome passengers with brochures and information. An effort was made to keep stores open for the visitors. With the help from the Mayor's office, City Hall will be open for complimentary tours to passengers along with Maritime Heritage.

Carol also updated us on the **Time Warner** television advertising, which is being scheduled in N.Y. and the Western MA. Zones. She did not recommend adding Connecticut to this advertising buy, as it would dilute the effectiveness of the campaign.

Tom reviewed the City Ordinance, which calls for creating a **Five Year Plan for Tourism**. The Five Year Plan will include hiring consultant and/or agency that would provide an Evaluation of Gloucester's Tourism Structure, as well as, develop a Five Year Strategic Marketing Plan.

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Laura and Paul have volunteered to work with Tom, Carol and the consultant on Gloucester's Five Year Plan for Tourism. The consultant has not yet been hired.

Election of a chair and Vice Chair has been postponed to the next meeting.
Motion made by Pauline and all voted in favor.

Announcements:

Cape Ann Chamber will be holding a Tourism Mixer at Gloucester House on May 15. Email blasts to include all tourism businesses will be sent by all tourism org.

Melissa asked about thoughts for a Tax free meal weekend. The commission members did not feel that it was needed at this time. Melissa advised of a City of Gloucester Budget Meeting on May 12, 2014. Tom will be attending the Budget meeting. It was also mentioned that Council President McGeary has requested a Tourism Commission report on May 13th. Both Tom and Carol will attend and give a tourism update.

Next meeting will be on May 12th at 5pm.

Motion to adjourn made by Pauline at 6:35 all in favor

Minutes taken by Pauline Bresnahan