

**Gloucester Tourism Commission  
Meeting May 12, 2014, 5 PM to 6:30 PM  
Third Floor Conference Room - City Hall  
Meeting Minutes**

**Present:** Carol Thistle, Laura Dow, Pauline Bresnahan, Laura Baker, John Orlando, Peter Webber, Paul Frontierro, Catherine Ryan via phone conference.

**Absent:** Melissa Cox, Zack Sears, Karen Ristuben

**Opening of Meeting:** Paul Frontierro chosen as note - taker for today's meeting. Last meetings minutes of meeting on April 28<sup>th</sup>, 2014 were approved by motion by John Orlando and seconded by Laura Dow.

**Vote for Commission chair and vice chair** was then held. Laura Dow was voted as commission chair by unanimous vote as was Pauline Brenahan for vice chair.

**Carol gave a summary of the visit to Gloucester by Holland America's cruise ship, 'the Veendam' on Sunday, May 4<sup>th</sup>.**

\* Carol reported that she had many excellent comments from the ships passengers whom came ashore. Among the very positive comments that were heard were how friendly the people of Gloucester were and how much the tours of City Hall were appreciated.

Laura Baker expressed some concern over whether the city's trolley operated late enough. The general consensus is that the visit by the cruise ship was very successful with special thanks given by the efforts of Carol Thistle, Peter Webber, Bridget, Catherine Ryan and others. **Kudos to all.**

**Visitors Center Update:**

\* Laura Baker re affirmed offering passes as perks to the visitors center volunteers by attractions and restaurants. Laura is also working on a volunteer's orientation to accommodations in the city by conducting 15 to 30 minute visitations on June 4<sup>th</sup> and 5<sup>th</sup>. Carol stated that the buses was close to donated for those days. It was discussed that a narrative should be given on the bus to prep the volunteers before each visit. Pauline suggested the narrative to include the City's points of interest.

Visitors center opening is scheduled for May 23<sup>rd</sup>. Laura Baker offered some spare chairs and couches to be donated to the visitors center. Pauline offered some plexy glass that she had spare for the brochure racks at the center. Discussion was held about the city's restaurants donating food for the center's opening. John Orlando suggested an e-blast to all the city's restaurants. Carol suggested that we get we would get the best list of restaurants to be contacted by Peter Van Ness' website. It was also suggested to bring the topic up of food donations at the Chamber's tourism collaborative on May 15<sup>th</sup>, 5:30 to 8:00 PM, at the Gloucester House Restaurant.

**Discussion about TV ads:**

There has been progress on a contract stating what channels our video will air on and the number of spots. Radio ads are not planned at present. However, spots on WBZ may be possible yet with the freeing up of funds.

**Commission to establish a five year tourism plan by creating a RFP:**

A date of June 9<sup>th</sup> was talked about as a possible target date to produce a RFP, which would include a tourism budget proposition. A panel which includes Tom Daniels, Carol Thistle, Laura Dow and Paul Frontierro are to assist in this effort by reviewing and evaluating what other like towns are doing and spending so as to create a tourism budget for the city. Communication about the progress of this effort is due very shortly.

**Announcements:**

**Visitors Center Orientation:** Laura Baker suggested orientation by business owners be scheduled during morning hours after daily openings and that they be posted before hand so that volunteers have an option to attend.

Pauline and John suggested their be some sort of parking passes for volunteers so that they can park free.

John Orlando questioned if the old T-shirt shack located behind CVS on Rogers Street could be torn down as it has become an eyesore. He said he would get in touch with Mike Hale, the DPW director about that suggestion.

Peter Webber announced that the Cape Ann Chambers visitors Map and the Chamber's guide were in for anyone to pick up at the Chamber office.

The meeting time for future Tourism Commission meetings was voted upon and it was voted that a start time for the meeting would be changed to 6 PM instead of 5 PM. Next meeting scheduled for June 2, 2014 at 6:00 PM.

This meeting ended with some discussion about where to view the cities current promotional video. Carol suggested anyone interested could view it on the city's website.

The meeting adjourned at 6:30 PM