

## **Tourism Commission meeting minutes**

**June 2, 2014**

Present: CT, LD, PB, JO, PF, ZS, KR, CR

1. Motion to accept minutes of May meeting passed
2. Discussion re Stage Fort Park opening event. 65 attended. 21 out of 30 volunteers attended orientation. It will be an ongoing effort. Need more volunteers, recruiting and may need more than one shift. 692 visitors to Visitors Ctr to date. Will be hiring part time summer assistant soon. Kathy will do more 1-1 training. Will have "this week" bulletin board. Volunteers can park at Stage Fort Park for free per Melissa.

Group discussed videotaping presentations from different groups: whale watch, arts, etc. to maximize training efforts with volunteers' limited time. Will develop a volunteer packet with flyers, info. Volunteers should always ask how visitors came to Gloucester, and encourage staying overnight.

Fireworks - 4K will go to Gloucester Fund; City owns July 3 fireworks - funded up to 5K in the past.

3. Five-year plan: RFP will be issued, June 19 is deadline. Laura Dow & Paul Fronteiro will review applications. Will seek free cash for tourism; mid-winter assessment, need not be a specific allocation. Mayor will only support funding through excess revenues vs. a portion of meals tax, etc.. Plan to be done by end of October. Cost = \$18K from FY2014; actual cost will be more. Consultants will work closely with Laura Dow, Paul, Carol T and Tom D. Likely focus groups. Will draw from all constituents. Don't have to take lowest proposal.
4. Discussed PR for Gloucester: press releases go out and Arian Dowd connects with travel writers, freelancers. Are we getting our money's worth? TD and CT meet with them monthly to ensure that \$\$ is being well spent. Chamber reports monthly on what PR for Glouc has done. Should there be quarterly reports to Tourism Commission from PR for Gloucester & DMO?
5. Two lodging tours planned June 4 & 5.

**NEXT MEETING July 7, 6PM.**