

Gloucester Tourism Commission

Monday, December 1, 2014-3rd floor conference room / City Hall, 9 Dale Ave. 6 PM to 7:40 PM

In Attendance: Tom Daniel, Carol Thistle, Laura Dow, Pauline Bresnahan, Melissa Cox, John Orlando, Karen Ristuben, Catherine Ryan, Paul Frontierro, Peter Webber

Absent: Laura Baker, Zack Sears Also Present: Kay Ellis

Minutes from last meeting on November 3rd were discussed and approved

A short discussion was held about Commission member Zach Sears's recent promotion and his inability to attend all the tourism meetings. Melissa Cox offered to speak with Mark McDonough about freeing some time for Zach so he can participate more.

The Commission began reviewing the updated tourism proposal, which will be submitted to the Mayor.

The Commission agreed to delete the line about the proposed ownership of gloucesterma.com.

The percentage of investment into tourism by the City over the past several years was discussed. Also, the Tourism Commission discussed at some length, their recommendation about future tourism funding.

It was agreed, that a line should be included in the proposal stating that a percentage the private sector funds would be reinvested in promoting tourism.

Peter Webber suggested that we not add a fee to existing beach parking rates and instead request a straight 75% of additional revenues created through meals tax, rooms tax, and beach parking fees, over and above FY14 (new money), be directed and serve to increase the City's tourism budget.

Melissa Cox led a discussion on how best to best introduce the tourism proposal with the City Council and the various committees. Melissa relayed a concern among some of the City Councilors about the Visitor Center, the DMO, and the transition.

The timing of the new Tourism Commission was discussed.

A special meeting of the Commission is planned for Monday, December 15, 2014 at City Hall, 6:00 PM. Linn Parisi was invited to attend in order to discuss her views on the plan.

Before adjourning, it was brought to the Commission's attention that there was, at present, \$45,000.00 available in this year's tourism budget.

Meeting adjourned at 7:40 PM. Minutes taken by Paul Frontierro.