

## Gloucester Tourism Commission Meeting

April 6, 2015, 6:00 p.m.

City Hall, 9 Dale Avenue, 3<sup>rd</sup> Floor

### Meeting Minutes:

Present: Carol Thistle, Pauline Bresnahan, Laura Dow, John Orlando, Catherine Ryan, Laura Baker, Peter Webber, Karen Ristuben, Melissa Cox, Paul Frontierro

Absent: Zach Sears

Also Present: Mark McDonough

A motion to accept the minutes of the March 9, 2015 meeting was made by Melissa Cox and seconded by Karen Ristuben, and was approved unanimously.

Carol Thistle presented the planned TV advertising buy with Time Warner Cable in the Pittsfield, Albany and Saratoga zones. She also discussed a buy for 107 slots with Wicked Tuna programming throughout New York State and Western MA. on National Geographic Channel. Detailed sheets were presented to Commission members. The overall campaign proposal includes 669 commercials and 385,000 online impressions in April, May and June. Carol will revise the ad campaign to fit within allocated budget.

Laura Dow noted that we should alert the tourism community when the ads are airing, and include a link to a YouTube video showing the ads.

A draft press release updating the public on the work of the Transition Committee was presented by Carol Thistle. She asked Commission members to review and provide comments back prior to the Transition Committee meeting on Thursday, April 9.

Karen reported on the work of the Transition Committee on drafting bylaws for the new entity. The Commission members review several key sections, including the following:

- Section 6: Non-profit Status. Peter Webber asked whether the entity should be a (c) (3) or (c) (6) non-profit organization; Carol will seek a determination from city attorney
- Section 8.2: Board of Directors; Number and Composition. Melissa commented that the membership should be an odd number to minimize the need for tie-breaking mechanism; the consensus recommendation is a Board comprised of 13 to 19 members. It was also recommended to have a representative of the City Council, designated by the Council President.

- Section 8.9 Action by Vote. It was recommended to delete the sentence regarding tie votes and soliciting votes by telephone.
- Section 8.10 Vote by Proxy. It was agreed to clarify that proxy voting designations may only be made from among Board members; Karen will revise accordingly.
- 8.13 Absences. There was discussion as to how to define “excessive” and a total of three unexcused absences was proposed.

Karen will make revisions, including any further recommendations from Transition Committee and bring to next Commission meeting for final approval.

Carol will share planned timeline for the Welcome Center opening (May 16, 2015); Laura Baker noted that hotel/motel tour dates and an opening event need to be planned.

New Business: Mark McDonough, attending on behalf of Zach Sears, polled the group informally on whether they preferred four block parties, with organization and planning support, at two week intervals in July and August, or weekly in July and August, with minimal planning and organizational support. The consensus among Commissioners for this summer was for four block parties. Mark said multiple, targeted polls were currently being undertaken, among retailers, restaurateurs and the general public. He also said that the Mayor has agreed to the parameters of these two alternatives.

Motion to adjourn was made at 8:00 p.m. by ? and second by ?.

Next Meeting: Thursday, April 16, 2015, at 6:00 p.m.