

TOURISM COMMISSION

City Hall, 9 Dale Avenue, 3rd floor conference room
MINUTES of MEETING May 18, 2015

Present: Carol Thistle, Laura Dow, Laura Baker, Mark McDonough, Catherine Ryan, Paul Frontiero, John Orlando, Tom Daniel, Pauline Bresnahan, Karen Ristuben (note-taker)

Minutes from May 4 approved

1. Tourism Budget. Beginning FY16, 30% of lodging tax will be allocated to Tourism. That number is 150K for FY16.

Budget of 150K will transition to the new entity when formed and will include:

- * Visitors Center
- * Cultural Districts
- * Carol's position is funded through FY16
- * 60K to meet marketing/promo needs for FY16 - Visitors Guide, advertising, trade shows, etc.

The budget will ensure continuity of services until the new entity is formed.
The City will enter into an agreement with the new entity.

For FY17 there will be the same approximately the same dollar amount (150K) as a baseline, which includes funding of the Visitors Center. (Approximately \$12,000 for FY15). Any increases will be tied to demonstrated increases in metrics/outcomes. Committee for the Arts budget may not continue to come out of Tourism in future fiscal years.

Visitors Center could have a kiosk for sales to offset cost.
Office is in-kind (10-20K)

The Tourism Commission will continue to exist on the books, mainly to oversee the Visitors Center which will remain a city-managed entity.

In February 2016 the tourism budget will be submitted by the new entity. Commissioners expressed concern that there may not be enough money to support all tourism salary and expenses. Tom D reminded the Commission that additional sources of revenue will be sought by the new DMO's Board.

2. Bylaws. The following revisions were approved by unanimous vote:

- I. Entity name: Gloucester Tourism Alliance (formal), d/b/a Discover Gloucester.
- II. Initial directors: Laura Dow, Peter Webber, John Orlando, Linn Parisi.
- III. Mission Statement approved
- IV. Additional changes to sections 8.2, 8.5, and 8.11 were discussed and approved by unanimous vote of all present and voting.

3. Visitors Center. 1st 2 lodging tours scheduled. Open house Thursday May 21 5-7pm following B&F meeting where tourism budget will be discussed (attendance encouraged). Linn will receive award at Open House. Thursday workshops will be scheduled and will include a presentation on outdoor activities this year.

Tom drafted letter to B&F from Commission - approved with revisions.

Next meeting: June 1, 2015 6PM