



**City of Gloucester Tourism Commission
Meeting Agenda**

**Monday, October 21, 2019; 5:00 to 6:30 PM
Third Floor Conference Room**

City of Gloucester Tourism Commission
Meeting – October 21, 2019
Meeting Start Time: 5:05 pm

1. Open Meeting, Identify Chair: Caitlin and Minute Taker: Kimberly Voltero
Attendance: Ken Riehl (Ex-Officio), Caitlin Pszenny (Member), Kimberly Voltero (Member), Doug Silva (Member), Jennifer Amero (Member), Ken Hecht (Council Rep), Patti Gates (DDC)
 - Approved Past Meeting Minutes
 - October 16, 2018 - Accepted
 - February 25, 2019 - Accepted
 - April 22, 2019 - Accepted
 - May 20, 2019 - Accepted
 - June 24, 2019 - Accepted
 - Reading of Minutes from September 30, 2019, Minor changes made, amended and accepted.
2. Discussion inspired from last month's minutes:
 - Cruise ships – how do we work with Cruiseport to encourage more ships and enhance the communication to tourists. It is a private company, Elizabeth is working closely with them, Doug asked about original agreement with the city for welcoming cruise ships. GO DO: Determine if there is a written agreement in place with the city and Cruiseport.
 - Cruise ship intended for a Saturday had to cancel this past weekend.
 - Tourism wrap up was a success, most commission members were present and saw great value in this.
 - How do we help tourists know what's open and how to get to those places. KenR said there is a project in place by DG to collect and share this information. Kimberly asked how we are using the downtown shopfront database and if we are/can collect open and close times for the winter/spring. GO DO: Discuss in the downtown holiday window meeting how we can capture and share this additional shop data.
 - How do we get the city streets to be more welcoming – more trash cans, prettier roads... some suggestions:
 - Can we get a grant to help folks in the shelter get jobs around our city?
 - Can we recommend an Awesome Gloucester grant? How do we research what other cities are doing? (Salem, "Main Streets" Program -- \$150K per year budget... need to get everyone into it....

Comments by KenH and Caitlin and Kimberly include: what should the commission do to participate, paint trash cans or find ways to fund groups who might want to? Need to be clear as to what the role of the commission is in taking on tasks.

- GO DO: – Put together a power point to help change the priorities for the city to “clean-up”.
- How do we support and promote the idea of hiring an Event Coordinator for the 57 events in the city. – TO DO: OFFICIAL RECOMMENDATION TO hire an events coordinator
- Is there a budget to help Gloucester Welcome/Wayfind Tourists?
Ken mentioned there is a \$100K per year from the City for Discover Gloucester. Fiscal Year is July 1, Budgeting happens in May...
 - GO DO: Should identify the things we want to do to help our tourists, what we need to get it done and amounts needed.
 - Make recommendation to JimD before March to recommend that the Short Term budget have an earmark for the beatification of Gloucester impacting tourist attractions, tourist wayfinding and events.
- Open spaces is important to tourism –
GO DO: We will go to one of their meetings to ask for a list of open spaces that will impact tourism, how can we get together to RECOMMEND an increase in DPW staff to maintain on a regular cadence.
- (Patti) - DDC made signs using “preserve America” funds. Some got damaged and not replaced. Including Welcome to Downtown, Signs on Rogers Street to point to restaurants and shopping.)
 - GO DO: Recommend Replacing the damaged and dropped signs that were obtained in the Preserve America Funds.
 - GO DO: Recommend a dedicated DPW personal for tourism attractions
- (Ken) We should be sure that one of our Tourism commission goes to the Discover Gloucester monthly meeting. Kimberly noted that Elizabeth was in favor and wanted to support that.
 - GO DO: Jen Volunteered to be our representative, with Kimberly as her back-up.
 - Recommendation: Once a year meeting the Chamber Tourism Council, Discover Gloucester and the Tourism Commission meet to discuss the plans for the upcoming year. To accomplish what can we do together, what are we each focusing on and how can we help.
GO DO: Plan a meeting for all tourism commission, council and DG Board
- KenH needs help with the holiday window contest, Ken R will host a meeting at the chamber to include Kimberly and Jen to help on this promotion.
Comments included from Caitlin and Kimberly that we should find a way to extend these promotions to include “off Main Street” stores, like Bowling Alley and Magnolia.
 - Reserve the Thursday between ladies and men’s night – to add Santa and a tree for families, holiday evening.
 - GO DO: Caitlin will talk to Pauline about using the Y space for the Off downtown gift cards (Kids Unlimited Space) for these main street nights.

3. Discussion of Tourism Commission Mission change:

“It shall be the purpose of the tourism commission to encourage and promote the tourism throughout the year and throughout the city. The Commission shall undertake but not be limited to the following activities:

1. Recommend an overall coordinated tourism program that is related to the city’s community and economic development activities, historical resources, recreation opportunities, and natural and scenic attractions.

(COMMENTARY: Collaborate and Review existing tourism programs, access successes, collaborate for future goals, identify any gaps “coordinated tourism program that....)

2. Recommend the organization, creation and maintenance of tourist **events and attractions to include beautification and signage.**

(COMMENTARY: Facilitate and support the recommendations of the council)

3. Recommend and ~~implement~~ an advertising program for the city
(Commentary: DG does this, to get tourists here over night, how can we collaborate/recommend not implement)

4. Coordinate public and private efforts.

(COMMENTARY: seems that DG is doing this along with the chamber, should delete this)

Vote taken and approved to allow Kim and Ken to finish changes that we discussed and present for next meeting.

4. New Potential Commission Members –

- We need magnolia and Annisquam representation?
- Alana (Caitlin will contact) or don caraway (Jen will contact)
- Patti will contact DDC members to request membership
- Patti mentioned that Lynn Parisi is interested and Susan Silveira (former tourism city employee), and Patti will also submit her formal request to join

NEXT MEETING November 18th – 3rd Floor Conference Room

Agenda for Next Meeting:

1. Open Meeting, Attendance, Minute Taker (Doug or Jen), Meeting Chair: Kimberly
2. Review and Approve Minutes from Last meeting
3. Review, Compile and finalize the Tourism mission
 - a. Review Ken and Kimberly's revised mission based on last meeting
4. Discuss Commission Purpose
5. Update on Signage, Holiday Events/Pop-Up Gift Card shop, Welcome Center Construction, Short Term Rental Revenues/Certification
6. Review, Prioritize, Assign leaders to recommended actions or GO Dos
 - a. Determine if there is a written agreement in place with the city and Cruiseport.
 - b. Discuss in the downtown holiday window meeting how we can capture and share this data.
 - c. Put together a power point to help change the priorities for the city to "clean-up".
 - d. Should identify the things we want to do to help our tourists, what we need to get it done and amounts needed And Make PPT recommendation to JimD before March to recommend that the Short Term budget have an earmark for the beatification of Gloucester impacting tourist attractions, tourist wayfinding and events.
 - e. We will go to one of their meetings to ask for a list of open spaces that will impact tourism, how can we get together to RECOMMEND an increase in DPW staff to maintain on a regular cadence.
 - f. Recommend Replacing the damaged and dropped signs that were obtained in the Preserve America Funds.
 - g. Recommend a dedicated DPW personal for tourism attractions
 - h. Jen Volunteered to be our representative, with Kimberly as her back-up.
 - i. Plan a meeting for all tourism commission, council and DG Board
 - j. Request to the city to Shut down main street for Ladies Night (CAITLIN WILL CALL CITY BEFORE NEXT MEETING)
7. Updates on New Potential Members
8. Next Meeting Date: December 16, 2019