

Minutes of Visitor Services Advisory Committee  
Tuesday, October 12, 2010  
Town Building Conference Room

In attendance: Kate Hamilton, Director, David Sharpe, Office Administrator, Gene Mahon, Chairman, Diane Reis-Flaherty and Linda Williams.

Gene called the meeting to order at 3:15pm

The first item on the agenda was the monthly update, David read the figures for the month of September and Columbus Day Weekend. Kate noted that the weather was great and that there were many people who came out for the Cranberry Festival on Saturday, October 9.

The Budget was the 2<sup>nd</sup> item on the agenda. Kate reported that the Town is very concerned with regard to the FY12 budget. Linda strongly suggested that there needs to be an operating budget override.

Fireworks and Committee/ T-Shirts was next topic discussed. Kate reported that Town Manager Libby Gibson asked the office to start thinking about fundraising. Kate will be meeting with Libby and Assistant Town Manager Gregg Tivnan and Kate will give an update at the next committee meeting. Kate suggested that a fundraising committee needs to be formed rather than have the Visitor Services staff perform this function. It is a fulltime job. Diane agreed that a committee made up of various people including a Visitor Services representative. Kate expressed concern that if the fireworks are cancelled, the finger pointing will be towards Visitor Services. Linda agreed that there are people who will give \$1,000. Kate added that the office will be helping fundraising by selling Fireworks T-shirts.

The Travel and Lodging brochure was the next on the agenda. Kate reported that since the Chamber was withdrawn funding, she is renegotiating the printing costs. Also, anyone listed who is not a lodging member will be charged \$25, \$100, \$250 depending on the listing. The Chamber will be disseminating the money for VS. This is because both the Lodging Association and Visitor Services are not set up to accept payments. Visitor Services has to get approval from the Board of Selectmen. Kate also showed the potential cover page and expressed confidence that the booklet will be on time.

The fourth item on the agenda was the Restaurant Association. Kate reported that 40 restaurant owners and managers came to a meeting at the Galley Beach Restaurant on October 6. It appears the Restaurant Association will reorganize. Linda noted that she is worried that it will be a tough winter for the restaurants and also wondered who will be open for Thanksgiving and Christmas Days.

At 3:33pm, Charles Balas arrived.

A letter about Seeing Eye Dogs was the 5<sup>th</sup> item on the agenda. Kate reported about a woman who had a problem with several local businesses not allowing her seeing eye dog into the business. Kate will work with Brenda to get a letter from the local Commission on Disability sent to all island businesses.

Future SEED Social Media Meeting was next on the agenda. Kate reported that a Seminar will be held on December 8 at 2 Fairgrounds Road. This meeting will explain how Social Media outlets such as Twitter and Facebook can help promote a small business.

The next item on the agenda was the SeaFest. Kate expressed concern that the recently help SeaFest needed to be promoted better and letting people know earlier.

New Business was the last item on the agenda. Kate reported that our twitter name was changed from NantucketVisit to NantucketBuzz.

Peter Pan will be the play this winter. Laura Gallager-Byrne will direct. Kate noted that the actors will be able to fly.

David reported to the committee that the Town is requiring all meetings to be held in the new Police Station after January 1<sup>st</sup>. All VSC meetings will be held on the 2<sup>nd</sup> Thursday of the month at 4pm.

The meeting was adjourned at 3:53pm