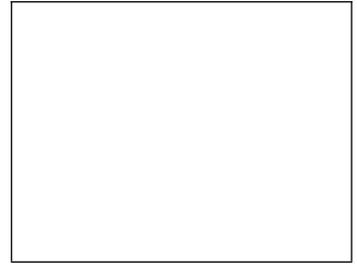




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee Time Meeting called to Order: ___8:02am ___

MEETING DATE: ___April 13___ Time Meeting Adjourned: ___8:54am___

MEMBERS PRESENT via ZOOM: Janet Schulte, Director of Culture and Tourism, David Sharpe, Visitor Services Coordinator, Josh Gray, Chair, Thayer Hale, Liz Holland, Mary Malavase, Peter Morrison and Sharon Quigley

ALSO PRESENT: Tony Wagner

MEMBERS ABSENT: Karen Macumber

AGENDA ITEM	DISCUSSION	VOTES / ROLL CALL
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1 Welcome VSAC Members	Janet Schulte welcomed the members of the committee to meeting. The meeting is held by Zoom video conference due to the COVID-19 outbreak. She then asked for a roll call of all members present. Director Schulte then reviewed Governor Baker’s orders from March 12, 2020 suspending certain Open Meeting Law provisions in order to meet electronically instead of in person during the pandemic. Josh and Janet also reviewed the ground rules and script for remotely conducted open meetings via Zoom.	
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2 Approval of Minutes from March 9	The minutes from March were unanimously approved.	6-0
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3 Conversation with Tony Wagner, Executive Director of the Nantucket Community Music Center	After introductions, Tony Wagner began by noting that he has become a “virtual” maestro with regard to having NCMC programs on Zoom during Covid. Most of their lessons are being live streamed. At this point they have 26 virtual programs available to the public. They had 5,000 viewers. These programs are available as part of a monthly subscription package. Now that the building is open to the public again, the NCMC will continue to offer live streaming as an option. Director Wagner reported that there are 4 defined monthly programs. The Salon Series offers classic chamber music. The other monthly programs include Centre Street Live, Nantucket Tempo and Opera. Tony would like to offer new Summer virtual programming for groups of 5 to 6 including piano camp and a Nantucket rock experience. They will run for 2 weeks and would be offered for a fee. Kids will write and record music. Director Wagner also noted that the music center has partnerships including one with the Nantucket Cottage Hospital offering live music at the Covid vaccine clinic at the VFH Hall on New South Road. Other music partnerships include the Atheneum and a musical theatre at the Dreamland. Tony reported that the annual Organ Crawl will be held in July but will be pre-recorded. He also noted that the NCMC is undergoing a Strategic Planning process to expand fall and spring events including a one-day music festival and other musical events around the island. Another tidbit is that the Music Center has a state-of-the-art recording studio that people can use. There are about 100 students and the ages range from 5 to 70-80. More adults are participating than ever before. Tony also reported that the website is being updated to help people find/ contact members who can play at weddings and other private events.	After
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Tony Wagner disconnected at 8:30am.

5 Director's Report

Janet reported that the Economic Task Force which meets every Wednesday is looking at outdoor dining. The Chamber has developed a local economic fund called Rock Solid Grants which will be directed towards retail and restaurants. Restaurants have asked about developing family friendly activities which could draw people downtown and help bring people to restaurants earlier in the evening. They are also talking to event planners to educate them about the state guidelines for crowd gatherings for events.

Janet then reported that the Nantucket Cultural District will be recertified this year and that website will be upgraded to be more robust and should be up and running by this summer. It will coincide with the information kiosk being built at the Macy Warehouse.

The Director and Visitor Services Coordinator attended a virtual Park and Recreation Committee meeting to report on the summer plans. Janet noted that there will be a possibility that there won't be any Main Street activities on Saturday, July 3rd and alternate concert programming with take place on the same day at Children's Beach.

Janet then discussed the World's Monument Watch which is seeking a preservation designation for Nantucket. They will be going before the Select Board tomorrow night. This effort is tied to coastal resiliency and preservation practices.

She reminded the committee that there will be a memorial dedication in August at North Mill and Angola Streets, not too far from the African Meeting House for a 19th century African-American man named Arthur Cooper.

Representatives from different island preservation groups are working together to develop an exhibit on the history of history preservation on Nantucket. It will be opened in May 2023.

Janet is participating in a multi-day virtual conference about Main Street USA with different people and organizations.

6 Visitor Services Coordinator's Report

David reported on the March statistics. He noted that 97 Travel and Lodging brochures were mailed out, 80 of those to a AAA office in Albany, NY. That office did not mind having the 2020 brochure with the QR code stickers that take people to the 2021 online guide which can be updated when needed. Staff are starting to come back. The office will be open on the traditional Daffodil Weekend and then Saturdays for most of May. By June the office will be open 7 days a week. David also highlighted several phone call inquiries for the summer. One person wanted to know if there was ferry from Atlantic City, NJ and another wanted to know if she could hire a private car ferry. Others wanted to know the best way to fly to Nantucket.

Mary Malavase reported that even though the Daffodil Festival Weekend is not happening this year, it is still going on virtually. In addition to the virtual promotion of businesses by the Chamber of Commerce, Nantucket.Net has a website called Daffodil Festival.com which has videos, pictures and a section on where to stay.

The next meeting will be on May 11th.

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