

DESTINATION GROTON COMMITTEE

Number of Members	Method of Selection	Length of Term	Remuneration
5	Appointed	1 Year	None

A. Establishment

Increased visitors to Groton will benefit businesses and many non-profits and will generate increased revenues for the town and region. This will also create challenges that the Town must address in order to maintain its special character. The Town of Groton has a strong sense of community with a rich tapestry of non-profit organizations already providing regular community events and helping to support and make accessible Groton's fabled history, open space, cultural and recreational opportunities, farms, orchards and its quintessential New England town center. In recent years, the advent of new restaurants for fine dining and the restoration of the Groton Inn has contributed to creating Groton's strongly positive "destination" reputation. In the Fall of 2022, the anticipated opening of the Groton Hill Music Center, a world class music education and performance venue now under construction, will accelerate the pace, and increase the geographic range of people coming to Groton.

B. Appointment

The Select Board shall establish a Destination Groton Committee (here in after referred to as the Committee) to be comprised of five individuals residing in and being registered voters of the Town of Groton plus liaisons to relevant Town Boards, Commissions, and Committees. The Select Board shall endeavor to appoint individuals who, by reason of their current or prior background, have special knowledge and experience to assist the Town in implementing a plan to prepare Groton to be a Destination Community, as called for in the Groton Business Association's recent report: *Destination Groton – Exploring the Possibilities*. The Town Manager shall serve as an advisor to the Committee.

C. Committee Charge

The primary objective of the standing Committee shall be to pursue a course of action intended to engage all Town stakeholders, including the business and non-profit communities, Town leaders, and Town residents in a series of public information forums in order to prepare for an increase in visitors to town while at the same time work to preserve its rural small-town charm.

The Committee's work should include but not be limited to the following:

1. The Committee shall be responsible for providing direction, coordination and guidance across the many opportunities such as commercial and retail development and job creation, and challenges such as, traffic, parking and infrastructure, as Groton becomes more of a destination community all with the goal of creating a greater sense of community, quality of life and civic pride.

2. Work closely with the Town Manager and in anticipation of working with an individual appointed as the new Director of Economic and Community Development, to identify and secure funding resources from federal and state grants, as well as, potential private and/or nonprofit funding sources to address issues pertaining to tourism programing, strategic marketing, infrastructure and regional transportation mitigation.
3. Work collaboratively with other Town Committees, Boards and Commissions that can contribute to the mission and to the overall success of Destination Groton.
4. Work closely with the Groton Business Association, Groton Visitors Center, the Nashoba Valley Chamber of Commerce and other relevant regional organizations, attractions, and neighboring Towns, Groton Hill Music Center and other relevant town venues, attractions and assets to develop strategic informational and marketing materials that promote Groton's unique character and destination potential.

D. Conduct

All meetings are to be held in a public location, properly posted and open to the public in accordance with the Massachusetts Open Meeting Law. Minutes of each meeting shall be prepared and approved by the Committee within thirty (30) days of any meeting and distributed to the Town Clerk

E. Membership

Committee Members: The Committee shall consist of five (5) voting members made up of five (5) registered voters of the Town of Groton.

F. Review Charge

The Committee shall review the Charge periodically and make proposed recommendations to the Select Board that they believe are the in the best interest of the purpose of the Committee.

Appointing Authority

Select Board

Legal Authority

Local: Appointed under authority of Section 3-2 of the Town of Groton Charter.