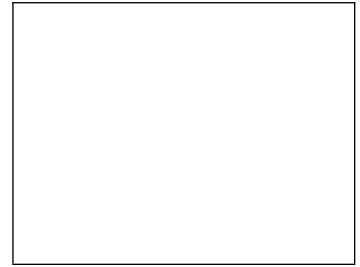




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee Time Meeting called to Order: __8:05am__

MEETING DATE: __April 12__ Time Meeting Adjourned: __8:48am__

MEMBERS PRESENT via ZOOM: Janet Schulte, Director of Culture and Tourism, David Sharpe, Visitor Services Coordinator, Josh Gray, Chair, Mary Malavase, Vice Chair, Sarah Bois, Peter Morrison, Matt Peel and Sharon Quigley

ALSO PRESENT: Garison Beale, Greydon Hotel Group

MEMBERS ABSENT: Liz Holland

AGENDA ITEM	DISCUSSION	VOTES / ROLL CALL
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1 Welcome VSAC Members	David Sharpe welcomed the members of the committee to meeting. The meeting is held by Zoom video conference due to the COVID-19 outbreak. He then asked for a roll call of all members present. The Visitor Services Coordinator then reviewed the ground rules and script for remotely conducted open meetings via Zoom.	
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2 Approval of Minutes from March 8	The minutes from March were unanimously approved.	6-0
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3 Discussion with Innkeeper Garison Beale about the Summer 2022 Season and how Lodging is Changing	
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Innkeeper Garison Beale explained to the committee that the Greydon Hotel Group is comprised of The Greydon House, Anchor Inn, Periwinkle B&B and the recently added Martin House.

Garison reported that weddings are driving much of the reservations for this summer especially in June. The STAR report which follows hotel rates notes that reservations are down a little bit from July and August last year. Room rates are high. When asked about the consolidation of inns on Nantucket, Garison explained that the inns are not trying to change but keeping an eye on upgrades and focusing on concierge services which they had not been able to do before. The innkeeper added that his lodging collection has year-round staff housing and that allows for the inns to stay open during the winter which keeps staff busy and happy. Mr. Beale noted that he is not applying for J1 and H2B visa help this summer as he has a core team in place. Maybe next year he will apply for the visa. The committee asked Garison about room rates. They are up 20-25% this year. The price range runs from about \$200 a night at the Periwinkle to \$1,600 per night at the Greydon House. The main market where guests come from is Boston.

Garison Beale disconnected at 8:38am.

5 Continuing Discussion About Stranded Passengers	Sharon reported that she and Liz have been working on a rough draft budget and they have also talked with the Veterans of Foreign Wars Hall, the Airport and the management of the Nantucket Inn. It may be possible to have the Nantucket Island Tour buses be used to drive passengers to the VFW where 50-70 cots could be placed. Sharon noted that Liz will have more info at the May meeting.
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Sharon disconnected at 8:44am.

5 Director's Report

Janet reported that the Nantucket Cultural District is developing a new website and should go live by Memorial Day. Janet then reported that the local Cultural Council will be handing out recognition awards spanning 2020 to 2022 at the White Heron Theatre on May 17. The Director attended a Destination Stewardship Conference in Dennis, MA last week. The primary focus was managing tourist expectations. Janet then reported that there were 28 applications for the open C&T Director position. Seven candidates have been interviewed and four of those will be then interviewed by Town Manager, Libby Gibson. Janet will extend her retirement date in order to help the new person come on board sometime in May.

6 Visitor Services Coordinator Report

David reviewed the statistics for April. He is still unable to get the download information for the weekly restaurant list and other files because of a recent change in online download gathering platforms thru the Town's website. David will have some info at the next meeting in May. David then reported on the current office hours. He plans to have the office open on Daffodil Festival weekend.

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