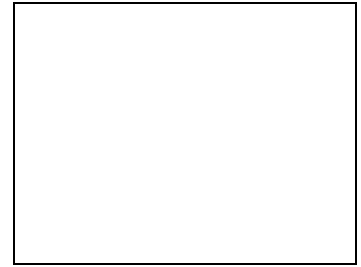




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee Time Meeting called to Order: 8:02am

MEETING DATE: May 9 Time Meeting Adjourned: 8:59am

MEMBERS PRESENT via ZOOM: Liz Holland, Vice Chair, Shantaw Bloise-Murphy, Director of Culture and Tourism, David Sharpe, Visitor Services Coordinator, Sarah Bois, Peter Morrison and Matt Peel.

ALSO PRESENT VIA ZOOM: Alicia Herir

MEMBERS ABSENT: Niles Parker

AGENDA ITEM	DISCUSSION	VOTES / ROLL CALL
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1 Welcome VSAC Members	Shantaw welcomed the members of the committee to the meeting. She then reviewed the meeting rules. The C&T Director then asked for a roll call of all members present. She also reviewed the ground rules and script for remotely conducted open meetings via Zoom.	
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2 Approval of Minutes from April 12, 2023	The minutes from April were approved 4-0 with Chair Malavase abstaining.	
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3 Conversation with Alicia Herir, Innkeeper, Nantucket Resort Collection	Chair Malavase welcomed Alicia Herir to the meeting. Alicia started by noting that she moved to the island a little over a year ago, working as the innkeeper at the Regatta Inn. Ms. Herir then reported that bookings are looking strong for July and August but September looks a little slower. There are less weddings than last year and sometimes people are booking later. The Nantucket Resort Collection has a lot of staff returning and the company is able to provide rooms for all staff. The company is not participating in the H2B Visa program. There is a job database that is shared among lodging establishments and restaurants. The committee briefly touched on the Stranded Passenger Plan being developed and the relationship with the Nightly Room Availability List that the Visitor Services office produces. With the recent ownership changes in lodging and subsequent staff turnover, most inns and hotels are not calling the Visitor Center daily as they used to. David and the VS staff are checking lodging websites to gather lodging availability info. It is hoped that a contact list can be produced to help better communicate with the innkeepers. It is also noted that the Nantucket Lodging Association website no longer working. Mary added that the Nantucket Lodging Association often met monthly and that Visitor Services would be on their meeting agenda reported about what was happening at the office. It was agreed that the NLA will reestablish itself over the next year and resume close contact with NVS.	
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Alicia Herir disconnected at 8:35am.

4 Director's Report	Shantaw reported that it is a busy time of year. On June 1 st , there will be an award ceremony for 5 non-profits who applied for Cultural District grants to help with their summer programming. The Director then noted that she is planning a cookout at the Nobadeer Farm Road athletic fields for the Juneteenth	
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holiday on June 19th. Shantaw reported that the office is planning the 4th of July activities. With the passing Bobby Lamb, She and David plan to meet with a new sound engineer who works at the Dreamland to help with the Children's Beach Sunday night concerts. In July, the new data tracking platform will go live. The Airport is helping to pay and it should be an accurate tracking method for both visitors and residents travelling by boat and plane.

5 Visitor Services Coordinator Report

David reviewed the statistics for April and also Daffodil Weekend. He noted that summer staff are returning and new staff will be hired. He also noted that the Airport information Desk will get a new sign that will be similar to the other signage in the airport. There will also be Visitor Services ad that will run on the video boards. The VS Coordinator reported that he plans to stop at many of the inns and talk with the innkeepers and concierges to make them better aware of the office. The committee then briefly discussed creating videos or holding training sessions with seasonal staff from the hotels, stores and museums to help orient them to the island. It was noted that there is a similar video filmed by NCTV-18 from a few years back that is on YouTube. It was an orientation session at the Dreamland Theatre.

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