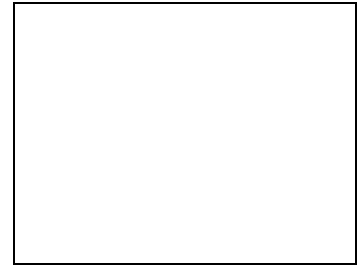




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee Time Meeting called to Order: 8:03am

MEETING DATE: June 13 Time Meeting Adjourned: 8:53am

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

ALSO PRESENT VIA ZOOM: Sean Driscoll and Kimberlee McHugh

MEMBERS ABSENT: Liz Holland, Vice Chair

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 May 9, 2023	The minutes from May were approved 5-0	
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3 Conversation with Sean Driscoll and Kimberlee McHugh of the Steamship Authority.	Chair Malavase welcomed Sean and Kimberlee. Driscoll, the SSA Communications Director shared his screen with the committee. He noted that reservation demands in 2023 are strong, but off slightly from last year. There were 9,153 auto reservations booked this winter compared to 9,499 last year. Thru May 21 st , auto traffic is down 2.1%. Sean also reported about the shortage of deck officers (captains and pilots). As a result, the fast ferry M/V Iyannough will not operate the 7:30 evening trip to Nantucket. It is hoped that they can run that trip on Fridays and Sundays during the summer. The communications team also noted that the SSA is buying 3 new electric buses with 4 more to come in the near future. There is also a new website that will go live in the fall. It will be faster, more stable, easier to navigate, mobile friendly and has a shopping cart. Thru April, there have been 7,600 reservations back and forth to the island with a net 1,500 more cars coming to Nantucket. The committee asked Sean and Kimberlee some questions including overall statistics which Kimberlee noted is available on the website and goes back about 10 years.	
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Sean and Kimberlee disconnected at 8:34am.

4 Director's Report	Shantaw reported that June is "fun filled." There was a grant reception at the White Heron Theatre on June 1 st . it was a great turn out. She was able to see people in person after communicating by phone and e-mail. The cultural district kiosk was moved from the Thomas Macy Warehouse on Straight Wharf to the main office at 25 Federal Street. Shantaw noted that there is a lot going on and many events need to be added. The director then reported that the fiscal year is ending on June 30 th . She will have access to a data tracking platform starting July 1 st . There will be a 48 hour delay in getting the info. Shantaw will have a report for	
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the September meeting. The data software will be purchased using a grant from the Massachusetts Cultural Council. The Chamber of Commerce will help pay for the software and the data will be shared with them. Mary asked Shantaw about the status of the Nantucket Lodging Association as they have not been meeting for more than a year. Shantaw reported that she has been playing phone tag with MarcAnthony Crimi as she is trying to address the issue with staffing for both the restaurants and lodging. Many of the inns and hotels are sharing staff. The Director then reported that she will be organizing the Town's Juneteenth Holiday celebration. At 11am, there will be a tour of the Colored Cemetery. At 12:30, the Director and some of the staff of the Boston Museum of African American History will be available at the Nantucket African Meeting House on York Street. At 3:00pm, there will be a cookout at the Nobadeer Farm Road Athletic Fields. The Snick Snack mobile food truck will be on site. Shantaw thanked the Nantucket Historical Association and the Chamber of Commerce for partnering.

5 Visitor Services Coordinator Report

David reviewed the statistics for May including Memorial Day weekend. He noted that the numbers were up overall. David also reported that we are fully staffed for the summer. The Airport and Straight Wharf kiosks are now open. The first Sunday night concert at Children's Beach will take place this Sunday with Chris Hanson. The Visitor Services Coordinator added that he and the Director are planning the July 4th activities at Children's Beach. They also led an orientation of this year's Community Service Officer class the Police Department last Thursday.

The next meeting will be in September. It was noted that Mary Malavase's and Peter Morrison's terms are up at the end of the month and they need to contact the Town Administration office to reapply.

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