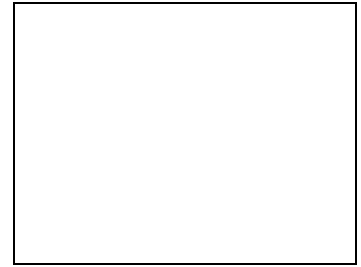




MINUTES TEMPLATE



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

MEETING DATE: June 11, 2024 Time Meeting Adjourned: 8:52am

MEMBERS PRESENT via ZOOM: Mary Malavase, Chair, Matt Peel, Vice Chair, Garison Beale, Peter Morrison and Niles Parker

MEMBERS ABSENT: Sarah Bois, Liz Holland

STAFF PRESENT via ZOOM: Shantaw Bloise-Murphy, Director of Culture & Tourism and David Sharpe, Visitor Services Coordinator

ANTICIPATED SPEAKERS: Peter Burke, Director, Nantucket Island Chamber of Commerce.

AGENDA ITEM	DISCUSSION	VOTES / ROLL CALL
1 Welcome VSAC Members	Shantaw welcomed the committee members to the meeting. He reviewed the remote meeting info and updated the committee about the new Agenda Protocol/ Public Comment rule. The Director then asked for a roll call of all members, guest speakers and staff present.	
2 Approval of Minutes from May 14, 2024	The May minutes were approved 4-0. Niles Parker abstained citing his absence at the last meeting.	
3 Conversation with Chamber of Commerce Director, Peter Burke	Peter began by reporting that the Daffodil Festival in late April was successful. The weather was good. The 110 car parade spots sold out in 2 hours and the Chamber might institute a lottery for next year. The 110 number is what the Town of Nantucket pre-determined for cars, motorcycles and buses would fill up Main Street. The average age of the vehicles is now 35-38 years. Peter would like to get some 50-year-old cars to participate in the 50 th anniversary of the event. The Director then discussed that the Chamber is offering Education Workshops which would help promote a happy and safe workforce and possibly provide a membership guide aimed at business owners. The Chamber is also working with Nantucket Police Department's Sargeant John Rockett and the Community Service Officers to promote a bike safety campaign to help get around the island and inform riders about the correct way to ride. Director Burke also noted that the Chamber is promoting other things such as restaurants and lodging, water activities including boat tours and live theatre among other things. Peter added that the Massachusetts Office of Travel and Tourism restricts the Chamber's advertising to outside the 50-mile radius of the island. Peter then mentioned the recently completed Restaurant Week. The Chamber which sponsored the event told the 25 participating restaurants to promote whatever type of specials they chose to do. There were 9,000 visits to the Restaurant Week landing page online. Overall, it was a success. Vice Chair Peel asked if the numbers are down overall and the Chamber Director reported that he is still seeing a lot of traffic, but he recognizes people have a choice of where to go and it costs more to stay on Nantucket, but the island is still a great getaway spot with great restaurants, beaches and lodging, etc.	

Peter Burke disconnected at 8:35am.

4 Director's Report

Shantaw began by noting that she gave her annual Culture and Tourism Department update to the Select Board on June 5th.

She and David gave an orientation to the new CSO's last Friday and they began work this Monday.

The Director added that the Juneteenth celebration is next week. It will take place at the African Meeting House on York Street. The street will be blocked off for the day. There will also be tours of the Historic Coloured Cemetery behind the hospital. Fran Karttunen will lead a 10:00am tour. At 11:00am, Dr. Trent will read excerpts from the Emancipation Proclamation and then there will be a community discussion. At 12:00pm Barbara White will lead a second tour of the Historic Coloured Cemetery. In addition, there will be a block party with food and music.

Shantaw is also planning the Town's Fourth of July activities. There will be food trucks on Federal Street between 8:30am-12:30pm, music, Sustainable Nantucket's Farmers and Artisans' Market on Cambridge Street and a water fight contest on Main Street at 10:30am. The water contest is earlier so that Main Street won't be closed for longer than needed. There will also be events at Children's Beach with activities and music in the morning and beach games in the afternoon followed by the fireworks at Jetties Beach at 9pm.

The Director then reported that the Book Festival is this Thursday to Sunday. Author Margaret Atwood will be on the island.

The May Placer A.I. numbers were then reviewed. On Memorial Day weekend, 26,800 visitors came to the island between Friday and Monday which was 1,600 more than last year. It was an older group than last year. The busiest spots were the Gazebo and the Chicken Box. The total visitors for May was 61,000. Most people arrived by plane, Steamship or Hy-Line ferries. The most popular day was Friday, May 24th. The committee briefly discussed if the Steamship Authority crew shortages were affecting travelers. It was observed that residents are having trouble getting off island and that there are more people flying to the island.

5 Visitor Services Coordinator Report

David reviewed the Visitor Services statistics for all of May and Memorial Day Weekend. He noted that the numbers for the Straight Wharf Kiosk was off due to a staff shortage. Overall numbers were strong helped by the passport visits. The office is now open 7 days a week and staff are returning. Matt asked about recent construction to the town building was affecting anything. David noted that the work is finished, but the dumpsters on the street had affecting the parking situation.

There will be no meeting in July and August.

Sarah Bois was thanked by Chair Malavase as her term is ending and she will not renew for the 2024-25 term. Matt Peel's term is also up but he reported that he has signed up for a new 3-year term.

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