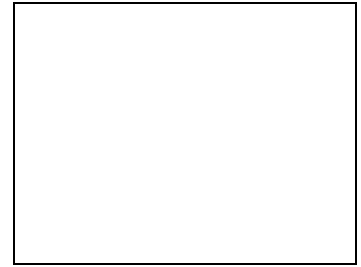




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee

Time Meeting called to Order: 8:02am

MEETING DATE: October 14, 2025

Time Meeting Adjourned: 8:55am

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

MEMBERS ABSENT: None

STAFF PRESENT via ZOOM: Deana Weatherly, Cultural Affairs and Special Events Coordinator and Shantaw Bloise-Murphy, Director of Culture & Tourism.

STAFF ABSENT: David Sharpe, Visitor Services Coordinator,

GUESTS PRESENT: Meg Jarrett, Executive Director, Massachusetts Film Office

AGENDA ITEM

DISCUSSION

VOTES / ROLL CALL

1 Welcome VSAC Members

Shantaw welcomed the committee members to the meeting and took the roll call of members and staff.

2 Approval of Minutes

The June 12th meeting minutes were unanimously approved 6-0.

3 Conversation with Warren Smith, Manager, Nantucket Memorial Airport

Shantaw welcomed

Meg Jarrett from the Mass Film Office to the committee. The committee then discussed the impact of the recent filming on the island, with Mary Malavase noting the positive economic impact and historical connection to the Massachusetts Film Office dating back to 1985. Meg provided an update on the filming, mentioning that the weather was cooperative, and the committee expressed interest in learning about potential improvements for future filming projects.

Meg noted that she has been in her role for 1.5 years and previously worked as the Massachusetts Film Office liaison for Cape Ann. She discussed the challenges and opportunities of balancing film production with local community needs. Meg highlighted the seasonal overlap between tourism and film activity, emphasizing the importance of respecting year-round residents and maintaining community harmony. The Executive Director also noted the positive economic impact of film productions, including property preservation through revenue generated from filming locations like the Crane Estate in Ipswich. Matt Peel, who runs a shipping company on the island, shared a positive experience working with a production team, noting their kindness and professionalism.

The group discussed the potential impact of a new production filming on Nantucket, with Matt expressing concerns about managing increased visitor numbers and maintaining service quality. Meg shared her recent experiences visiting the island and suggested that while there might be an increase in planned trips, the island's unique appeal would likely prevent overwhelming tourism. They noted that previous film and TV productions had

drawn visitors, but the planned production could bring a different kind of attention due to its focus on Nantucket's lifestyle, likely to increase tourism due to the film's depiction of the island.

Mary inquired about the filming schedule and whether the Whaling Museum was involved, while also suggesting updates to the town's film permit process and fee structure. The group discussed the possibility of the film being released at the next Nantucket's Film Festival with Meg Jarrett praising the festival's reputation and suggesting potential collaboration opportunities.

The group also discussed the impact of the Netflix show "The Perfect Couple" on Nantucket's tourism. Shantaw reported a significant increase in Google searches related to Nantucket after the show's release, but surprisingly, there was a slight decrease in island visitors. The committee also discussed the need to update Nantucket's film policy, which hasn't been revised since 2016. Meg suggested comparing Nantucket's policy to those of other locations like Block Island, Newport, and the Hamptons. Shantaw mentioned an upcoming meeting with various departments to review and improve the film policy, with Meg offering to provide input from her perspective as a mediator between property owners, municipalities, and productions.

Meg Jarrett signed off at 8:29am

4 Director's Report Shantaw presented a Placer A.I. report on the summer's visitor statistics, highlighting a decrease of 0.5% from last year and increases in visitors from New Canaan, CT, Darien, CT and other areas. The report also noted that the Hyline was the top means of transportation to the island, with Steamship and the New Bedford Seastreak ferry following close behind.

The Cultural Council received a \$7,500 grant from the Massachusetts Cultural Council, with applications for the arts and humanities due October 16th. The Cultural District was awarded \$15,000, and filming for an unnamed project concluded on October 1st after beginning September 10th, with the production team described as respectful and cooperative. The department is updating their film and special events policy, including a new fee structure, while planning Halloween festivities downtown with expanded music and a change in goodie bag distribution location. The office successfully hired two high school students, including a bilingual employee, to support children's beach activities throughout the summer.

5 Visitor Services Coordinator Report With David absent, Shantaw reviewed the visitor statistics from September and the Summer in general, noting an increase in touchpoints and a busy summer season. Mary inquired about the increase in airport visitor numbers, which Shantaw attributed to new staff and different tracking methods.

6 Cultural Affairs and Event Coordinator's Report Deana reported on event applications, highlighting a busy summer with over 70 events in July and August, and a decline in September as expected. Both Shantaw and Deana discussed staffing changes and upcoming events, including the Nantucket Noel and preparations for next year's activities. The conversation ended with a brief mention of Children's Beach events by Matt.

Signature _____