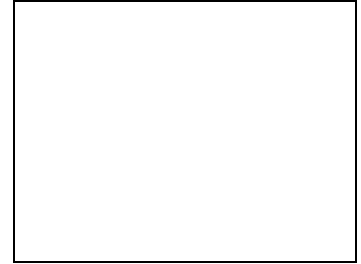




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee

Time Meeting called to Order: 8:04am

MEETING DATE: December 9, 2025

Time Meeting Adjourned: 8:45am

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

MEMBERS ABSENT: Mary Malavase, Chair and Peter Morrison

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

STAFF ABSENT: Deana Weatherly, Cultural Affairs and Special Events Coordinator

GUESTS PRESENT: None

AGENDA ITEM	DISCUSSION	VOTES / ROLL CALL
1 Welcome VSAC Members	David welcomed the committee members to the meeting and took the roll call of members and staff.	
2 Approval of Minutes	The October 14 meeting minutes were unanimously approved 4-0.	
3 Conversation with Peter Burke, Executive Director, Nantucket Island Chamber of Commerce	Peter was unable to attend due to a mix up with his travel schedule. He will return for the January meeting.	
4 Director's Report	Shantaw reported that she recently appeared at a Select Board meeting to give the department report. At the meeting she reviewed the film policy after the filming of Elin Hilderbrand's "Five Star Weekend" was filmed on island last September and early October. The Director also gave an update on the Culture and Tourism Department. Shantaw then reviewed the Placer A.I. statistics for the month of November. There were 22,900 visitors overall. Of that, many returned on average 3.6 times. The total numbers were down 12.4% from a year ago. The weekends were the busiest, but there was also a spike in numbers on Wednesdays as well. Liz noted that most people schedule medical appointments for that day. Most travelled to Nantucket by Hy-Line ferry followed by the Steamship Authority. Westchester County Airport and Boston Logan Airport were the two most common origination points for visitors that flew to the island. Million Air was the most used airline to the island in November. It was reported that the population showed a 3.6% decrease from 2 years ago and was at 10,100 for the month. 8,000 people commuted to the island for work throughout the month. Shantaw then reported that the department is revising some policies including Memorial Plaques, Benches and Trees, as well as Special Event and Film, Photography & Drone policies.	

The Director and the committee briefly discussed the success of the Five Star Weekend filming as many of their staff would go out to eat, shop and integrate into the community.

The group returned to discussing Thanksgiving Weekend. Shantaw stated that per the Placer A.I stats, there were 10,000 visitors from Wednesday to Sunday (1,200 more than last year) with Friday and Sunday being the busiest travel days. The committee then noted that Christmas Stroll seems to be changing to a big party. Garison noted that it has become a drinking/ eating event. On the other hand, Liz reported that Stroll was the smoothest one she has seen with regard to ferry travel – the boats sold out on Friday and Monday. She added that she noticed that people were dressed in holiday themed outfits and doing lots of shopping. The crowds were spread out more and the timing of Santa’s arrival by Coast Guard cutter worked well. Shantaw added that as a retail owner, she would deem stroll highly successful – people knew what they were looking for and they had very positive attitudes. Matt observed that there were two sides to Stroll: Figawi party vs. shoppers. The Director suggested that the event should engage the families with children to offset the winter Figawi crowds.

5 Visitor Services Coordinator Report

David reported on the October and November statistics. Both months were down over last year, however, Christmas Stroll was up compared to the last few years. The office’s winter hours are now Monday to Friday, 9am-5pm, and it is closed on Saturdays and Sundays.

Matt asked about the cleaning schedule of the 25 Federal Street public bathrooms. He noted that they were not as clean. David reported that the cleaners did not follow the extra cleaning schedule for that weekend. Shantaw added that the renovations to these bathrooms have been postponed as the attempts to schedule the renovations around peak season, alongside the other restrooms in the larger project conflicted. She hopes to have more updates on this in the coming months to share with the rest of the Committee.

6 Cultural Affairs and Event Coordinator’s Report

Deana was absent. Shantaw reported that in 2025 there were 301 applications. Of those, 242 were approved, 49 were not permitted or were cancelled and 10 were not issued as the applicant decided not to continue through the permitting process. Shantaw added that July and August were the busiest months for application. Many applicants submitted permit requests only a few days before their events. They also discovered areas that could be improved to make the process smoother for the applicant. As a result, the Special Event Permit application is being revised making sure that the deadline is well in advance and requirements are clearer.

Signature _____