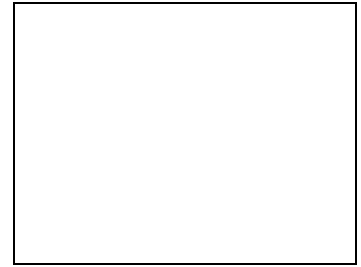




MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee

Time Meeting called to Order: 8:04am

MEETING DATE: April 8, 2025

Time Meeting Adjourned: 8:42am

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

MEMBERS ABSENT: Liz Holland

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

AGENDA ITEM

DISCUSSION

VOTES / ROLL CALL

1 Welcome VSAC Members

David welcomed the committee members to the meeting. He recited the remote meeting script and the new Agenda Protocol/Public Comment rule.

2 Approval of Minutes

January 14, 2025, meeting minutes were unanimously approved 5-0.

3 Special Events and Cultural Affairs Update

Special Events and Cultural Affairs Coordinator, Deana Weatherly, updated the committee. She will be managing the activities at Children's Beach this summer. The Sunday Night Concert Series will run from June 13 to August 14. There will also be Mondays with Magic Mark who is a magician. In July and maybe into August, there will be Family Trivia on Tuesdays. Betinna Broer will be back to teach morning yoga on the bandstand Monday through Saturday from late June to around Labor Day. The Nanpuppets with Lizza Obremski will take place on Saturday mornings. Deana then reported that she has 43 Special Event applications with 17 having already been issued permits. Many events are returning/recurring from previous years.

She added that in reviewing the applications, she collaborates with other Town departments. Licensing Administrator, Amy Baxter and Marina Dzvoniik have been lending support as Event Permitting had been housed at the police department before moving back to Culture and Tourism. Shantaw added that they are trying to get working to encourage individuals to contact Culture & Tourism prior to starting the application process to ensure that they are aware of the necessary forms and deadlines. Deana has a checklist and can contact other departments on applicants' behalf which will save them time. Matt asked about film permits. Deana noted that it depends on if they are filming on private or public property. If public property, the town needs to give them permission for blocking or partial blocking of sidewalks or streets. The Massachusetts Film Office has guidelines that help determine the requirements.

4 Director's Report

Shantaw reported on the March Placer.ai figures. There were 12,600 unique visitors and 48,000 total which indicated some people returned more than once. Wednesdays, and Saturdays through Mondays were the busiest days of the week, with 10:00am to 5:00pm being the busiest times. Regional travelers made up a large bulk of our visitors throughout March. Majority of regional travels were from South Yarmouth, Boston, Amherst, Mashpee and Manomet. New Hampshire, Colorado and New York were the top out of state visitors. There were 13,100 residents on the island in March, 386 people were living in Sconset. The most popular restaurants were 45 Surfside, the Brotherhood, Island Kitchen, Casa Real and Old South Diner. Mr. Beale asked for statistics on the Trading Post as it seems very busy in the mornings. Mrs. Bloise-Murphy shared that there were 1800 unique visitors, with 5500 visits and patrons of the restaurant spent an average of 9 minutes at the property. Mondays, Tuesdays and Saturdays were the busiest days with 7am and noon being the busiest times.

Mrs. Bloise-Murphy offered to make statistics for other locations available to the committee, if they request it. Ms. Malavase added that it was fascinating to learn the type of data that can be made available.

Mr. Peel asked if it was possible to gather traffic information on certain roads. Mrs. Bloise-Murphy responded that she does have access to road/traffic information. He shared that Old South Road and Nobadeer Farm Road are very busy all week long and that it would be great to get messaging out to the public about the busy roads to warn drivers and encourage carpooling. Mrs. Bloise-Murphy shared that she found information about local travel patterns that might be of interest. She shared that the data says that 78.6% of Nantucketers drive alone to and from work, 10% walk to work and 2% take the NRTA buses and a very small percentage carpool. It was noted that the town's Transportation Planner, Mike Burns, has access to a traffic data platform as well.

Mr. Morrison asked Mrs. Bloise-Murphy where she got the data from. Mrs. Bloise-Murphy explained that Placer.ai. has access to cell phone data that is shared through downloaded apps, banking information, streaming services, etc. She added that when individuals click 'I Agree' to terms, these terms often include a section about sharing certain consumer information that is then bought by companies like Placer.ai. She added that all the data is completely anonymous. She does not have access to personally identifiable information, so she cannot tell individuals names, addresses, phone numbers, etc. Mr. Morrison shared that he was unaware that the Town had access to a platform like this and added that it was important that this information be shared. Mrs. Bloise-Murphy responded that she has been sharing this information with several departments that needed certain data sets to support projects that they were working on, as well as with a local hotel that was creating a marketing plan and needed to build a target audience.

The Director reported that the Nantucket Cultural District grant cycle opened on April 1st and closes April 30th. The grants are used for arts, culture, sciences and humanities.

It was also noted that this Wednesday's passport day is not fully booked as it has been all winter. There have been 149 new passport applications processed so far this year. There were 576 processed in all of 2024. Overall, there have been 600-700 passport renewals.

Shantaw ended her report by adding that the building renovations which include all new shingling and new windows have been completed, but the outside signage needs to be rehung.

5 Visitor Services Coordinator Report

David reviewed the statistics for the first quarter of 2025. The numbers have been strongly helped by passport applications on Wednesdays. David noted that the office was closed March 1-9 due to the renovations. He then reported that the new 2025 Travel and Lodging brochure has arrived and 36 were mailed out on April 1st. Staff will be returning the week of April 17th.

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