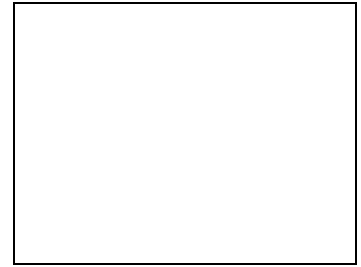




# MINUTES TEMPLATE



COMMITTEE: Visitor Services Advisory Committee

Time Meeting called to Order: 8:05am

MEETING DATE: May 13, 2025

Time Meeting Adjourned: 8:53am

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

MEMBERS ABSENT: Peter Morrison and Niles Parker

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 Conversation with Sergeant John Rocket, Nantucket Police Department

Mary welcomed

Sergeant John Rocket from the Nantucket Police Department. Sergeant Rocket began by noting he has been with the NPD for 18 years. Two years ago, he took over the Community Service Officer program after Dan Mack retired. Heading into this Summer, Chief Jody Kasper is getting the staff going. Two more full time officers will be added in July. At present, there are 3 vacancies in the department and there are 4 officers training at the police academy. The CSO program has 40 people this summer. 20 are returning from last year. Sergeant Rocket reported that there were 106 applications and they conducted 100 interviews. Most of the CSOs come from the New England area. There has been a shift in popularity. NPD is competing with other police departments. The pay is similar to others. Of the last 15 officers hired, 10 were CSOs. The program gives the department a chance to see how they work. The CSOs start training the week of June 2<sup>nd</sup>. Sergeant Rocket noted that David and Shantaw, Town Manager Libby Gibson, Chamber Director Peter Burkner and NRTA Director Gary Roberts will all give presentations. Rockett noted that they work for the police but are ambassadors for the town. Often, they are the first person people meet when visiting. The CSOs will have new uniforms this summer. Gone are the grey shirts. They will wear yellow which will make them stick out, seen better and more visible. Barnstable and Provincetown have the same uniform style. Most of the CSOs will be downtown. There will be a bike officer in 'Sconset, one will be at the airport and 2 will be on bike patrol. Officer Jerry Mack recently retired which left an opening of a full-time officer not stationed downtown at the Sheriff's office. There will be a new officer there shortly who will be there from 9-11am and again from 3 to 7pm.

The Sergeant reported that parking tickets are not given out just to make money for the town but is an enforcement of the parking times. If no tickets are given out, there will be one less spot for someone to go shop downtown. The committee then discussed various issues including long term/ overnight parking. Cars cannot be left more than 96 hours in a parking spot. Sergeant Rockett noted that Chief Kasper wants to enforce the

abandoned cars/ work trailers and commercial vehicles parked overnight, etc...The department will try to contact the owner. The cars can be towed but Nantucket Auto body does not have a long-term storage lot compared to other towns. The committee then talked about making sure the CSOs have the proper messaging with regard to transportation options for visitors. This includes the free NRTA buses, the Cisco Brewery shuttle, Ubers and taxis. There has been a significant increase in NRTA ridership since the buses became free to use. Another concern is drunk driving and other driving issues. The sergeant added that the Wine Festival coming up is pushing the message about not driving especially with most of the activities being relocated to Bartlett Farm. It was suggested that the CSOs be given a survey at the end of the season. Sergeant Rockett will collaborate with Shantaw, David and Chamber Director Peter Burke with regard to what would be in the survey.

### **3 Approval of Minutes**

April, 2025 meeting minutes were approved 3-0. Liz Holland abstained as she did not attend the meeting.

### **4 Director's Report**

Shantaw reviewed the April Placer A.I. statistics. There were 96,500 visitors with a return frequency of 3.2 times. That is up 1.7% from last year. They averaged 13 hours on the island and the busiest hours were between 7:00am and 5:00pm. Fridays thru Sundays were the busiest days. Many came from South Yarmouth, Weston, Mashpee and Accord Massachusetts and Greenwich, RI. On Daffodil Festival Weekend, there were 11,600 visitors. That is up 4.9% from the year before. Most day trippers stayed in Hyannis at the Comfort Inn followed by the Hyannis Harbor Hotel. 6.5% came from Martha's Vineyard followed by Logan airport and New Bedford. There were about 10,300 residents on island. Down from 13,000 in March. Thursday thru Saturday were "quiet" regarding the number of residents on the island. The most popular locations on the island were Nantucket Cottage Hospital, the Steamship Authority ferry terminal and Sparks Avenue Shell gas station. The busiest roads were Madaket, Surfside, Rugged, Milestone, Old South, Nobadeer Farm and Fairgrounds. Shantaw noted that she is waiting for data that shows how much people are spending there is a 60 day delay.

Passport applications have been steady and there is enough time to work on 32 new special event applications.

### **5 Visitor Services Coordinator Report**

David reviewed the statistics for April. The numbers were higher than last year. He noted that the stats for Daffodil Weekend, April 24-27 were also better than last year. David then reported that the office is now open all day on Saturdays and will be open 9-1 on Sunday. Jane Hardy will be at the Straight Wharf Kiosk on Friday, May 23 at the start of Memorial Day Weekend.

Deana gave an update on the Special Events and Cultural Affairs activities. There were 129 applications, 62 of those were permitted and 24 needed assistance from other departments. Applications are coming in before the due date which allows time from the Special Events Committee to review the applications. Deana has also been attending licensing meetings with Amy Baxter. Deana noted that people have been asking for an events calendar. She is also managing the Cultural District website.

**Signature** \_\_\_\_\_