



Tourism Advisory Committee Meeting Notice and Agenda
Meeting of Tuesday April 16th, 5pm
Join Zoom Meeting: <https://us02web.zoom.us/j/89979849508>
Meeting ID: 899 7984 9508
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APR 09 2024

Holyoke City Clerk's
Holyoke, MA

The meeting is being recorded and matters listed on this agenda are those reasonably anticipated by the Chairperson which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for the discussion to the extent permitted by law.

1. Call to Order
 - a. March Summary
2. Member Updates
3. Social Media Data update - Bill from cdeVision
4. Public art updates:
 - a. Community Engagement Mural - timeline / review proposals
 - b. Making it Public - Stephanie
 - c. Mural tours- Kayla
5. MassGaming Grant 2023 :
 - a. Historic Tourism funds \$35- RFP Draft
 - b. TAC Sponsorship; Budget Balance, Ads, Events
 - Armour Yard, Pride Festival, HPL Mini Golf
 - Agreement with Chamber for Ads; HPS Musical
6. MassGaming Grant 2024
 - a. GSVCB- update re Small Business Membership Policy Draft
7. New Business
 - a. Lot Activation; High St and the Race & Main lot
8. Old Business
9. Adjournment


Aaron M. Vega