



Tourism Advisory Committee

City of Holyoke

Tourism Advisory Committee Meeting Notice and Agenda
Meeting of Tuesday May 21st, 5pm
Join Zoom Meeting: <https://us02web.zoom.us/j/82632861469>
Meeting ID: 826 3286 1469
Dial by your location: +1 929 205 6099 US

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MAY 17 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. April Summary
2. Member Updates
3. Social Media Data update - Bill from cdeVision
4. Public Art Updates: Mural Tours?
- 5.
6. Banner Project Update - Sponsorship Banners
 - a. Sponsorship Banners Matt Cottengim, Project Manager - Community Showcase Banners, Inc
 - b. Downtown Banner Project Matt Audette
7. Armour yard Update
8. MassGaming Grant 2023 :
 - a. Historic Tourism funds \$35- RFP Draft
 - b. TAC Sponsorship; Budget Balance, Ads, Events
 - c. Wayfinding
9. MassGaming Grant 2024 - update
10. New Business
11. Old Business
12. Adjournment


Aaron Vega, OPED Director