

Tourism Advisory Committee Meeting

Meeting of May 21st, 2024

Meeting ID: 826 3286 1469

Dial by your location: +1 929 205 6099 US

Members Present:

David Blood

Kathy McKean

Jennifer Keit

Megan Seiler

George Mulry

Navae Rodriguez

Edward Sweeney

Stepanie Colon

Kayla Rodriguez

Michele Goldberg

Staff Present:

Aaron Vega, OPED ED , Kimberly Casiano, Head OPED Clerk

Updates

The team addressed a calendar link issue on the Explore Holyoke Website and discussed mural tours with Nueva Esperanza, planned for June to October. They also covered the City's 2 banner initiatives, one that has a sponsorship opportunity and the What's Happening Holyoke banner initiative (Banner design, placement, and sponsorship were debated), and future allocation of gaming funds for public art. The City will correct the meeting link, and Stephanie and Kayla will plan mural tours. Denis will update the Instagram account, and Jennifer will confirm funding for the Armory yard. The City will invite the team to a Beyond Walls meeting.

Armory Yard updates included food trucks starting in June and possible social media ads. Bill or Kiari will manage the Instagram account. Music licensing and activities were discussed, with Denis interested in hosting a book display. Jennifer will confirm approved funds for music licensing.

Mass gaming FY2025 funds will be used to activate the Race and Main lot with art and connex boxes, pending final approval. Collaboration with Beyond Walls is needed, and a meeting is scheduled. A vision for a permanent art park was presented.

The team approved \$3,000 to sponsor TAC events, including a play and mini-golf. George announced the Voibal Hall inductees, and events like Wisty Wednesdays and La Plaza activation are planned.

Next steps

- City will ensure the correct Zoom meeting link is distributed for future meetings.
- Jennifer will provide the correct meeting ID ending in 1469 to all attendees.
- Stephanie and Kayla will coordinate the planning and execution of the 5 mural tours, including the June fundraiser tour, the July tour for seniors, the August family fun day tour, the September tour for high school seniors, and the October Halloween-themed family tour.
- Denis will follow up with Bill from Cvd. Vision to get the Instagram account information and ensure it's updated.
- Jennifer will find the documentation to confirm the amount of funding for the Armory yard and share it with the team.
- City will send out an invite for the upcoming meeting with Beyond Walls to discuss the activation of the Race and Main Street lot.