



Tourism Advisory Committee

City of Holyoke **RECEIVED**

Tourism Advisory Committee Meeting Notice and Agenda
Meeting of Tuesday June 18th, 5pm
Join Zoom Meeting: <https://us02web.zoom.us/j/87525967100>
Meeting ID: 875 2596 7100
Dial by your location: +1 929 205 6099 US

JUN 05 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. May Meeting Summary
2. Member Updates:
3. Social Media Data update - Bill from cdeVision
4. Public Art Updates:
 - a. Mural Tours
 - b. Common Wealth Murals
 - c. Making It Public
5. Banner Project Update:
 - a. Sponsorship Banners Matt Cottengim, Project Manager - Community Showcase Banners, Inc
 - b. Downtown Banner Project- Update
6. Armour Yard Update
 - a. TAC Support \$4,000
7. MassGaming Grant 2023:
 - a. Historic Tourism funds \$35- RFP Draft
 - b. TAC Sponsorship; Budget Balance, Ads, Events
 - c. Wayfinding - update
8. MassGaming Grant 2024:
 - a. update
 - b. Race & Main St activation
9. New Business:
 - a. MassInc (Gateway City Survey)
 - b. MT. Tom Citizen Advocacy Committee
 - c. Pride Sponsorship
 - d. Petronals Festival
10. Old Business
11. Adjournment



Aaron M Vega

20 KOREAN VETERAN'S PLAZA, SUITE 406 · HOLYOKE, MASSACHUSETTS 01040-5000

PHONE: (413) 322-5655 · E-MAIL: oped@holyoke.org · WEB: <https://www.exploreholyoke.com/>

Birthplace of Volleyball