

## Meeting summary for TAC (06/18/2024)

### Quick recap

The team discussed potential collaborations, including a local print shop and social media platforms, and considered the creation of branded merchandise and a "submit a story" feature on their website. Financial requests were reviewed, with a focus on sponsorships for events and potential collaborations with grant funding. The discussion also touched on the branding strategy for the Explore Holyoke initiative, the need for sustainable development in the tourism industry, and the involvement of youth in nature.

### Next steps

- Aaron to connect Albert and Bill to work on a story about Mount Tom Range for the explore holyoke website, including using Albert's graphic and linking to his website.
- Aaron to send an email to Kayla regarding the Nueva Esperanza festival sponsorship, including putting out a public call for videographers/photographers up to \$4,000, ensuring the Tac is included in the process, and clarifying terms if the footage is sold.
- Aaron to send the explore holyoke logo with .com to Jeff for the Pride Fest sponsorship banner.
- Bill to create an Instagram post highlighting the explore holyoke website analytics and engagement numbers.
- Aaron to invite Vanessa from HCC Community Based Learning to the next Tac meeting to discuss potential collaboration opportunities.
- Aaron, Jennifer, and Kim to meet with Jordan to discuss the new scope of work for Bill's contract for the next year.
- Tac to discuss the "Made in Holyoke" section on the explore holyoke website at a future meeting.
- Aaron to send the Commonwealth Murals community paint event details to the Tac members.
- Aaron to put branding discussion on a future agenda regarding using "explore holyoke" vs "Tac" for public-facing materials.

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### Summary

#### Print Shop Collaboration and Zoom Issues

Albert, a representative from a local print shop, expressed interest in collaborating with the Friends of the Mount Tom Range organization, which Kathy and other committee members represent. The group discussed the need for promotional materials such as logos, lawn signs, and stickers for their business in town. The meeting also addressed

some technical issues with the Zoom connection, and it was decided to update the calendar invite with the correct Zoom ID. The conversation ended with the welcome of new members and the acknowledgment of Kim and Jennifer's contributions.

### **Social Media Performance and Engagement Strategies**

City and CdeVision discussed their social media performance, with Bill reporting success on Instagram and a need for improved brand recognition through merchandise. CdeVision confirmed ongoing collaborations and future plans, but identified a struggle with content creation due to workload. The group agreed on the need for more engagement on social media, particularly on Instagram, and discussed plans to collaborate with HCC for community-based learning to increase engagement. They also identified the need to update the website's content and establish a system for reviewing stories.

### **Website Improvements and Business Matters**

Baird and cdeVision discussed the current process for submitting stories to their website and the potential for creating a "submit a story" tab. They debated whether to maintain individual submissions or select a few businesses each year to feature on the site, with cdeVision expressing concern over increasing workload without a defined contract. The team agreed to establish a committee to determine the scope of work. They also explored the idea of creating branded merchandise and migrating their platform to the chamber, with further discussions planned for the following year. Lastly, City sought input on new business matters and financial requests, with no significant issues raised by Jordan or Kathy.

### **Reducing Costs and Managing City's Footage**

CdeVision suggested that the cost could be reduced and recommended reaching out to John, an efficient and affordable photographer. The City agreed to connect with John to ensure the City is included in the process and to manage the footage. There was also a discussion about the potential use of the footage, with the idea of promoting it for next year's event. The final decision was to reduce the cost to up to \$4,000 and to post a public call for a video call for video.

### **Tac's Sponsorship and Grant Funding Concerns**

Jordan expressed concerns about the Tac's approach to sponsorship and the distribution of grant funding, particularly its fairness towards businesses and entertainers in Holyoke. The City representative clarified that there was no formal system in place for funding requests from various organizations and acknowledged the need to discuss these issues further. The City detailed the breakdown of a \$200,000 grant, committing to send a detailed document to Baird and Kathy, and agreed to follow up with further information. The City highlighted the focus on the oil businesses, potential collaboration with vendors,

and food-related initiatives, and announced that Albert Bowler would provide an update on the activities and opportunities for collaboration at the Mount Tom Range.

### **Pride Fest Sponsorship and Tourism Discussion**

Elbert and City experienced technical difficulties initially, but moved on to discuss the sponsorship for Pride Fest 2024, with City seeking approval for a \$1,000 sponsorship. Kathy confirmed that this was acceptable for the organizers and received positive feedback from the committee. elbert then presented on the tourism industry in the Montam Range area, emphasizing the need for sustainable development and responsible protection of the natural environment. He suggested the potential of the Sports and Volleyball Hall of Fame complex at White Creek Country Club as a new attraction and shared updates on the Montana Citizens Advisory Committee and the "Friends of the Montana Range" plans. elbert encouraged everyone to visit his website for more information about the sites and the potential for collaboration among state and city organizations.

### **Website Update and Vernal Pools Collaboration**

elbert shared his plans to significantly update his personal website, which will include new content such as photographs and text. He also discussed his collaboration with Steve Tilley on gathering material about vernal pools and the need to balance environmental conservation with recreational opportunities, specifically regarding mountain biking on the Montana State Reservation. The team agreed on the importance of inner-city family focus and transportation funding for the success of such initiatives. Finally, cdeVision proposed creating a story about the topic for the website, which elbert agreed to, promising to provide photos and information.

### **Youth Involvement, City Support, and Projects Update**

elbert shared his successful past initiatives in involving youth in nature and expressed his desire to continue this work with the support of city and youth agencies. The City committed to providing further assistance and planned to feature their collaboration on the city's website. City officials also announced the approval of a \$1,000 grant for the Petronales festival and requested feedback on the historic tourism RFP. Other updates included the progress of various projects, such as the Sponsorship Banner Project, incorporation of chamber banners, and the collaboration with Commonwealth Murals for community paint events. The concept of a "made in Holyoke" section was also reintroduced.

### **Explore Holyoke Branding Strategy Discussion**

The team discussed the branding strategy for the Explore Holyoke initiative, with the consensus being to primarily use the 'Explore Holyoke' branding to avoid confusing the public with the TAC branding. The team agreed to use the Explore Holyoke logo on

promotional materials, and City committed to sending the logo to Kathy and Bill. The team also discussed the possibility of combining the TAC and Explore Holyoke brands in the future, but decided to focus on the Explore Holyoke brand for now.

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