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JUL 12 2024

Tourism Advisory Committee

City of Holyoke

Holyoke City Clerk's

Holyoke, MA

Tourism Advisory Committee Meeting Notice and Agenda

Meeting of Tuesday July 16th, 5pm

Join Zoom Meeting: <https://us02web.zoom.us/j/88610800516>

Meeting ID: 886 1080 0516

Dial by your location: +1 929 205 6099 US

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/June 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. MassGaming Grant 2024:
 - a. Historic Tourism funds \$35- RFP Finalize for release
 - b. TAC Sponsorship; Budget Balance, Ads, Events
 - c. Wayfinding - update (vendor selected)
7. MassGaming Grant 2025:
 - a. update
 - b. Race & Main St activation
8. New Business:
 - a. need to find youth member
9. Old Business
10. Adjournment

Aaron M Vega



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