



Tourism Advisory Committee

City of Holyoke

Tourism Advisory Committee Meeting Notice and Agenda
Meeting of Tuesday August 20th, 5pm
Join Zoom Meeting: <https://us02web.zoom.us/j/89050571742>
Meeting ID: 890 5057 1742
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. July Meeting Summary
2. Member Updates:
3. Social Media Data update: Bill from cdeVision
4. Public Art Updates:
 - a. Mural Tours
 - b. Common Wealth Murals
5. Banner Project Update:
 - a. Sponsorship Banners Matt Cottengim, Project Manager - Community Showcase Banners, Inc
 - b. Downtown Banner Project- **Complete see document with locations**
6. MassGaming Grant 2024:
 - a. TAC Sponsorship; NEW FORM to approve
 - b. Wayfinding - update (**vendor selected, invite them to October meeting**)
 - c. Budget Balance
7. MassGaming Grant 2025:
 - a. Website Update - new RFP
 - b. Budget Balance
8. New Business:
 - a. New Member search
 - b. Vendor forms update
 - c. Sponsorship support form - **need final version**
 - d. Lighting Project RFP
9. Old Business
 - a. Historic initiatives funding Press Release sent on Aug 6th
10. Adjournment

RECEIVED

AUG 12 2024

Holyoke City Clerk's
Holyoke, MA

Aaron M Vega 

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Birthplace of Volleyball