

Meeting summary for TAC (10/15/2024)

Quick recap

The Tourism Advisory Committee discussed various initiatives, including updates on banner work, historic tourism applications, and the upcoming day of the yoke. They also reviewed banners featuring aspects of Holyoke, discussed the need for higher-quality images, and considered forming a sub-working group for a project. The team also reviewed three historic tourism project submissions, discussed the success of their website and events, and planned for future meetings and collaborations.

Next steps

- Jennifer to set up a Google Drive for sharing photos for the banner and marketing campaign.
- City team to form a small working group to review and refine imagery for banners and marketing materials.
- Matt to update bus advertisement designs based on feedback, including exploring unique QR codes with Bill.
- Jennifer to send updated information about mini walking mural tours to committee members.
- Kathy to reach out to Jeff about potential youth member from the print shop for the committee.
- City team to move cultural compact discussion and LCC collaboration for sponsorships to main agenda for next meeting.
- Kathy to send cultural compact examples from Springfield and Worcester to Jennifer and Aaron.

- Navae to follow up with Young At Heart chorus about potential collaborations.
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Summary

Tourism Advisory Committee Meeting Agenda Updates

In the Tourism Advisory Committee meeting, City led the discussion on the agenda, which included updates on various initiatives. The main topics were an update from Matt and Andrew's associates on banner work and an update on historic tourism applications. City also reminded everyone about the upcoming day of the yoke on October 19th. The team discussed the progress of their banner project, focusing on sponsorship banners and the Explore Holyoke and Chamber banners. They also discussed the need for mini banners due to the initial banners being too large for decorative poles. The team considered using QR codes on the banners and Matt was tasked with reviewing the banners and notes from Jordan. The possibility of having a unique QR code for the banners to track their origin was also discussed.

Discussing Holyoke Banners and Tourism Photos

Matt presented banners featuring various aspects of Holyoke, including food, entertainment, culture, and art, to be placed around Race Street, Dwight Street, and Maple Street. The banners will alternate between Cape Pasa Holyoke and an image on the front and back. City suggested revisiting the collection of photographs for tourism purposes, possibly by hiring a photographer or putting out a call for artists. Jordan expressed her opinion about the landscape photos used in the background, suggesting they might be more noticeable if placed against a different background.

Improving Banner Images and Advertising Campaign

The team discussed the need for higher-quality images for their banners project, with a focus on recognizable Holyoke architecture and landmarks. They agreed to move forward with the existing images for now, with the understanding that these could be updated later. The team also discussed the specifications and designs for mini banners and bus

advertisements, with a focus on the Patronalis Festival and Explore Holyoke. They considered incorporating images from the Children's Museum and discussed the quality of images for their advertising campaign. The team agreed to continue the discussion via email to gather further feedback and to set up a Google drive for sharing photos. They also discussed the need for a more visible and easily readable website URL on their banners.

Digital Ads and Sub-Working Group Formation

City proposed the formation of a sub-working group to work on a project over time, which Matt agreed to. The digital ads promoting upcoming events were already live, with Jordan suggesting modifications to include more Spanish. Matt confirmed the updated ads were running and led to exploreholyokey.com. City also discussed the design progress and proposed forming a small working group to discuss next steps. Lastly, City informed the team about an email from George regarding a roof leak at the Velba Hall of Fame due to ongoing roof work, and asked the team to be mindful of time usage for efficient meetings.

Historic Tourism Projects and Gaming Grants Review

City discussed the upcoming meeting with Stantec, a wayfinding consultant group, and the potential for a long-lasting, cohesive marketing strategy for the city. City also mentioned the positive state of their budgets for gaming grants. The main topic of the meeting was the review of three historic tourism project submissions, with City seeking input on the process and any questions or concerns. City discussed the initiatives and applications received for the mass gaming grant, including one from the Volleyball Hall of Fame, one from Christine Berg for a Holyoke star of fame walk, and one from Green Screen Technologies related to murals. City also mentioned that the Y.M.C.A. had expressed interest in a collaborative effort with the Vaudeville Hall of Fame, but their application was not completed in time. The team agreed to further discuss the applications and possibly invite the applicants for more information.

Volleyball Hall of Fame Project Proposal Discussion

City expressed that the Volleyball Hall of Fame project proposal is well-written and could likely be funded. Denis suggested incorporating Holyoke's historical significance and pioneering achievements in technology. The group discussed including details about Holyoke being home to firsts like the dinosaur track discoveries, the nation's first Head

Start program, and potentially the first planned industrial city. City proposed potentially reopening the application process to gather more information, but also acknowledged they could move forward with the current proposal after Kathy and Juan review it. No final decisions were made, and next steps involve further discussion.

Website Traffic, Events, and Mural Tours Update

CdeVision reported positive traffic and engagement metrics for the website, with most traffic coming from organic search queries. The team discussed the success of their events, particularly in September, and decided to put a temporary halt on accepting events from certain areas to manage the influx. They also planned to send out a newsletter to their mailing list and considered making layout changes to their website, focusing more on events. City discussed the organization of mural tours, which will now be walking tours led by AI, with different routes for each time slot. The team agreed to update the registration form to reflect the change to walking tours.

Initiatives Effectiveness, Data Sharing, and Collaborations

Kathy requested data on the effectiveness of their initiatives, specifically the number of people who took the bus from MGM and attended tours. City confirmed they have shuttle bus data and will share it after the weekend, and Kayla will provide tour data. They also discussed an upcoming meeting with the Mass Gaming Mitigation Fund team on November 14th to discuss their initiatives using the grant funding. City mentioned HCC received workforce development grants and they will meet with HCC. Kathy suggested Bill provide website data. City proposed the recruitment of new members, particularly a youth member, for their team. They also discussed the need for a point person from Holyoke Gas and Electric in their working group and mentioned an ongoing conversation with the Local Cultural Council about sponsorships. The project at the bridge on Appleton Street is expected to be unveiled in the summer or fall. The conversation ended with updates on the mural tours and a discussion about potential collaborations with the Young At Heart chorus.

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