



Tourism Advisory Committee

City of Holyoke

**Tourism Advisory Committee Meeting Notice and Agenda**  
**Meeting of Tuesday, February 18, 2025 at 4pm**  
**Join Zoom Meeting: <https://us02web.zoom.us/j/82340169358>**  
**Meeting ID: 823 4016 9358**  
**Dial by your location: +1 929 205 6099 US**

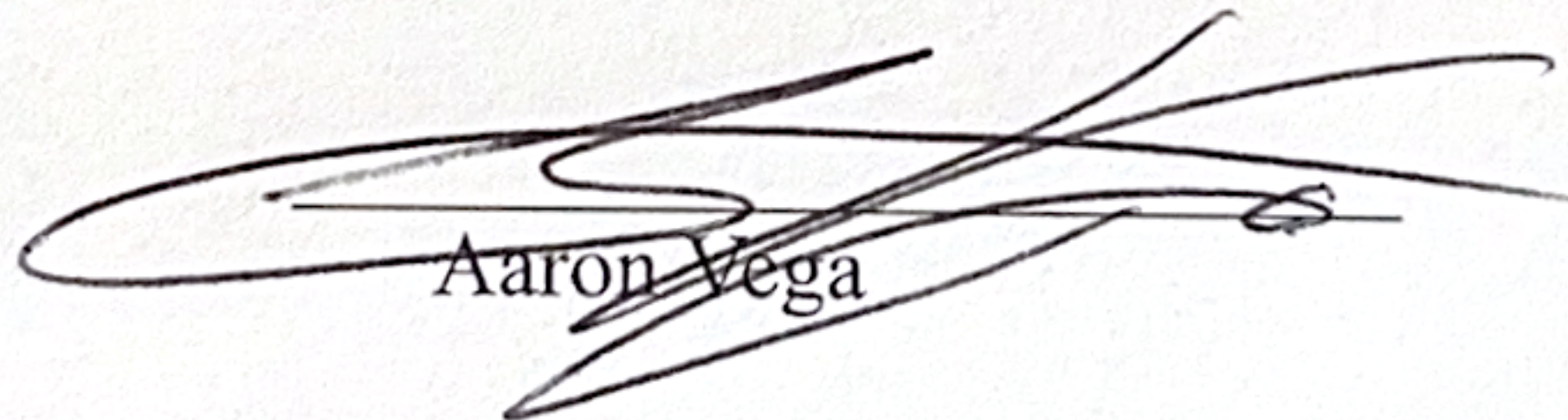
The meeting is being recorded and matters listed on this agenda are those reasonably anticipated by the Chairperson which may be discussed at the meeting. Not all items listed may in fact be discussed and other items not listed may also be brought up for the discussion to the extent permitted by law.

1. Call to Order:
2. TAC Meeting Summary for February 18th
3. Member Updates: (5min)
4. Social Media Data update: Bill from cdeVision (5min)
5. Banner Project Update (5min)
  - a. Updated mini banner images
6. MassGaming Grant 2024/2025 Update : (2min)
7. Mass Gaming 2025 Wayfinding Grant Update (5min)
8. Armory Yard 2025
9. Review of Historic Tourism (5min)
  - a. Volleyball Hall of Fame Puerto Rican Players Project (Update)
10. LCC & TAC collaboration for Sponsorship 2025 (5min)
11. New Business: (2min)
  - a. tourism brochure - for Explore Western MA booklet
  - b. new proposals / requests for funding
12. Adjournment

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MAR 13 2025

Registrar of Voters  
Holyoke, MA

  
Aaron Vega