



"Know Your Rights Under the Open Meeting Law, M.G.L. c. 30A ss. 18-25 and
City Ordinance Sections 2-2028 through 2-2033."

The City Council Committee of the Whole

met in the Council Chamber on February 1, 2023 at 6:00 P.M.

for the purpose of discussing the matters(s) listed below. Notice of this meeting was posted on

January 19, 2023 at 8:52 A.M.

(This meeting is being recorded)

ATTENDANCE

ABSENT WERE: None. All City Councillors were in attendance.
Also in attendance: Kate Fox, Ex Dir of Destination Salem

SUBJECT(S)

#231 (of 2022) Overview of Destination Salem's work as the City's Destination Marketing Organization

Kate Fox gave an overview of Destination Salem's work to market, promote, and manage tourism. Ms Fox discussed the DS Budget, the new Information Center with restrooms, the new Salem Heritage Trail and the Haunted Happenings tourism increase of 3.5% annually since 2017. She talked about Placer AI, our data tracking service, and that 2.2 million visitors came to Salem in 2022.

E. Morsillo - asked about Heritage Trail and for financial info.

K. Fox - Heritage Trail - line is drawn, we have app to use, it is free, and has committee & consultant working on site locations and signs.

D. Dominguez - How do we balance growth of tourism and quality of life for residents? Will we focus more on tourism outside of Oct?

K. Fox - We need to work on traffic & parking issues. Visitor's guide and almost all marketing is focused on November thru Sept. Haunted Happenings' Marketing is focused on planning your trip.

T. Hapworth - How have you seen tourists changing how they make their plans over the years?

K. Fox - more people use online reservations, and social media for info.

(2)

City of Salem, Massachusetts



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Continued:

SUBJECT(S)

#231 (of 2022) Overview of Destination Salem's work as the City's Destination Marketing Organization

- C. Prosniewski - What is the vision for cruise ship tourism?
- K. Fox - We have small ports for smaller ships to come here that we are working with, and shore excursions come here from Boston.
- J. Cohen - expressed concern for what the residents of the Hocus focus house are subjected to.
- K. Fox - appreciates what the neighborhood goes thru and makes it clear that it's residential with "road closed" markings.
- L. McClain - expressed concern for infrastructure & pedestrians.
- K. Fox - said it would help to be more proactive about road closures.
- L. McClain asked if we can steer tourism to the arts community.
- K. Fox said they work with Creative collective, Salem Arts Assoc, and the Salem Arts festival to promote & support the arts.
- A. Varela - said he wants local vendors used for food/beverage during Haunted Happenings for optimal local economic benefit.
- M. Stott - likes the new public bathrooms. Does the EDRR still meet?
- K. Fox - yes - EDRR meets once per month.
- C. Watson-Felt - Can D.S. prepare full cost of Heritage Trail for Budget Hearings?
- K. Fox - yes, also the 40,000 has been spent.

③ Public Comment:

- Tina Jordan, Salem Witch Museum, 6 Mohawk St, Danvers
Talked about the challenges to manage people and it is well handled and that Destination Salem has a positive impact working together with Salem Main Streets and the Salem Chamber. Also helpful to sell tickets online.
- Dakota Russell - House 7 Gables - 14 Monroe Rd Salem
Talked about how impressed he was on how Haunted Happenings was handled being new to Salem.
- Rinus Oosthoek - Salem Chamber of Commerce 185 Hill St, Beverly
Commented that most questions that were asked tonight were outside of tourism and not for Ms Fox. Likes new Visitor's Center
- Susan Moulton - 98 Washington Square East, Salem
Expressed concern for the negative impact the large crowds have on our infrastructure, and that the front entrance of the Salem Common needs work.
- Polly Wilbert - 7 Cedar St, Salem
Expressed frustration with the large number of tourists, safety concerns, and we need to focus tourism outside of October

On the motion of C. Morsillo for the
D.S. presentation be received and filed.
C. Stott seconded, all in favor

the meeting adjourned at 7:45 P.M.
C. Varela motioned for adjournment,
C. Dominguez seconded, all in favor
Alice Rose Muhl

(Chairperson)