Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, July 19, 2023 – 5:30 P.M.

**Members Present**:   
Sandra Gibson-Quigley, Chair

Nick Salvadore

Peter Champagne

Alex McConnon

**Absent:**

Jasmine Bell

**Guests:**

Tom Chamberland, Sturbridge Trails

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

Sandy Gibson Quigley opened the meeting at 5:35 p.m. and welcomed everyone.

**Minutes of June 14, 2023**

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| **Motion:** | To approve and accept the STA Minutes for June 14, 2023 |
|  | BY J Bell SECOND: A McConnon |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, McConnon – Abstain - Salvadore |
| **Outcome:** | Approved 4-0 |

**Sturbridge Trails Requests for Assistance**

Tom Chamberland of the Sturbridge Trails joined the meeting with several requests for assistance which were all approved. Please note as follows:

**Appropriation of $920.00 for Printing Brochures \*\***

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| **Motion:** | To appropriate $920.00 from the Community Support Account FY24 for trails brochures. |
|  | BY N Salvadore SECOND: J Bell |
| **Vote Record:** | **Yes:** Salvadore, Gibson Quigley, Champagne, Bell, McConnon |
| **Outcome:** | Approved 5-0 |

**Appropriation of $100.00 for Trails Association Membership \*\***

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| **Motion:** | To appropriate $100.00 to purchase a 1 year membership in the American Trails Association. Community Support FY24 |
|  | BY N Salvadore SECOND: J Bell |
| **Vote Record:** | **Yes:** Salvadore, Gibson Quigley, Champagne, Bell, McConnon |
| **Outcome:** | Approved 5-0 |

**Discussion of Trail Topics and Updates**

During the conversation, Tom updated the Board on the following issues:

Trails Attendance

Tom noted that attendance at the Trails was averaging 4500 per month or 150 per day.

501 Main Street Riverlands Trail

Tom reviewed the status of several issues that are connected to opening up access to the Riverlands Trail from the 501 Main Street Lot on Route 20. (1) An early estimate for building the bridge over the Quaboag River to the Trail would be $900,000. (2) This efforts includes the participation of many public and private entities.such as National Grid (3) Hiring an engineer to study a pedestrian bridge is next.

**Sturbridge Tourism Map**

There was general discussion about the efforts to create a town tourism map. Terry shared a copy of the Plymouth MA tourism map. Sandy suggested that a Sturbridge map include icons identifying the locations of the Sturbridge Trail entrances. Sandy and Nick suggested the addition of a side map for Charlton. Sandy suggested that Brimfield and Brookfield be added. Nick inquired if the map could be created by BTI and could the map be placed on the tourism web site? Alex suggested that perennial seasonal events be placed on the map. Jasmine asked if the map could be updated?

**Discussion of Recent Fire**

There was discussion on what ways the STA could assist the businesses impacted by a recent fire at the entrance to the OSV campus. Terry noted that the fire not only directly impacted and closed Sawdust Coffee, Thai Place and Studio 20/20 but these closures have depressed foot traffic to the adjacent shops as well. The following points were made:

1. There was consensus to offer $1,000 marketing grants to the 3 closed businesses once they were close to reopening.
2. Sandy suggested that BTI work to send out promotional messages now.

**Next Meeting**

Wednesday, August 9, 2023

5:30PM

**Adjournment**

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| **Motion:** | To Adjourn at 7:21 |
|  | BY N Salvadore SECOND: J Bell |
| **Vote Record:** | **Yes:** Salvadore, Gibson Quigley, Champagne, Bell |
| **Outcome:** | Approved 5-0 |