Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, October 11, 2023 – 5:30 P.M.

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

Peter Champagne

Alex McConnon

**Absent:**

Sandra Gibson Quigley

Nick Salvadore

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

The meeting at 5:38 p.m. and welcomed everyone.

**Discussion of Brochure Wall and Floor Racks**

There was general conversation about how best to push out the many printed materials that promote Sturbridge, Sturbridge Trails and Chamber information. It was suggested that some wall and floor racks be purchased so that these materials can be easily and attractively stored and presented.

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| **Motion:** | To expend up to $2,000 for the purchase of wall and floor racks for brochure distribution |
| **First and Second** | J Bell and P Champagne |
| **Vote** | Yes – McConnon, Bell and Champagne |
| **Outcome** | 3-0 |
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**Discussion of a Potential Holiday Event**

Jasmine briefed the STA on conversations she has had with local shop owners about a new event to be called a Christmas or Santa Stroll. Participating shops would be open with shoppers visiting each store and earning some incentives for these stop overs. Pete and Jasmine said that given the close time of this year’s holiday season that perhaps the 2024 season would be better for sponsoring this.

**Harvest Festival Discussion**

There was general conversation about the Harvest Festival with a view towards thinking of adding new features.

**Next Meeting**

 Wednesday, November 15, 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 |