



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Meeting Agenda

29 January 2020, 6:00pm

301 Main Street, Center Office Building, 2nd Floor Meeting Room

1. Call to Order
2. Review of Previous Minutes – 17 December 2019
3. Treasurers Report
4. New Business
 - a. 2020 Visitor Guide – Global Design and Publishing
 - b. Joint Meeting & Discussion with the Special Events Committee
 - c. 2019 Annual Report
 - d. The Last Green Valley – Annual Membership
 - e. Updates to STA Forms
 - f. January Trails Webinar
 - g. Chamber of Commerce – Annual Meeting
5. Old Business
 - a. Restaurant Week – Discussion
 - b. Branding and Marketing Update
 - c. Trails App Discussion
6. EDTC Report
 - a. Post Event Evaluation – Antique Show
 - b. STR Report – Quarter 4 of 2019
7. Next Meeting
8. Adjourn

The items listed which may be discussed at the meeting are those reasonably anticipated by the Chair. Not all items listed may in fact be discussed and other items not listed may also be brought up for Meeting to the extent permitted by law.