



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING AGENDA – 13 MARCH 2019

Center Office Building – 301 Main Street – Large Meeting Room – 6pm

REVISED – 11 MARCH 2019 AT 12:30PM

- 1) Call to Order
- 2) Review of Previous Minutes – 13 February 2019
- 3) Treasurers Report
- 4) New Business
 - a. Funding Request – Second Meeting – Worcester Magazine
 - b. Funding Request – First Meeting – Sturbridge Herbfest
 - c. Funding Request – First Meeting – Weathervane Enterprises, Inc.
 - d. Funding Request – First Meeting – Central MA Working Dog Club
 - e. Funding Request – First Meeting – Discover Central MA Campaign (FY 2020)
 - f. Funding Request – First Meeting – Discover Central MA – *Yankee Magazine*
 - g. Funding Renewal – STR Reports
 - h. Funding Request - Trail Towns - Leveraging Trails for Community and Economic Development
 - i. Discover Central MA – MOTT Presentation Discussion
 - j. *Sturbridge Express* Update
- 5) Old Business
 - a. GDP Contract
 - b. Discussion on Community Support Line Item
 - c. Requests for Proposal – Drafts
 - i. Five Year Marketing Strategy
 - ii. Brand Development
- 6) EDTC Report

7) Correspondence

- a. *Guide to Brimfield* – Request for STA Advertisement
- b. Women in Criminal Justice – Request for STA support
- c. *Putnam Traveler* – Request for STA Advertisement

8) Next Meeting

9) 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.