Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Meeting Agenda**

Wednesday, April 24, 2024 – 5:30 p.m.

Town Hall – Julian Room - 308 Main Street, 2nd Floor –

Sturbridge MA 01566

1. Call to Order
2. Guests:
   1. Sarah Martin, Vice President, Break the Ice Media (BTI)
3. New Business
   1. Discussion and Approval: Request for Funding (2) Trails Brochures
   2. Discussion: Marketing Sturbridge Goals for 2024: Sarah Martin, BTI
   3. Approval: Proposal for Supporting DCM Marketing Efforts
   4. Discussion: Fund Transfer FY 2024 from Comm. Support to Marketing Ad Accounts
   5. Discussion: STA Tourism Grant Policy Goals and Standards
   6. Discussion: STA Board Member Terms and Status of Two Vacancies
   7. Discussion: Proposal for Small Business Improvement Grants
4. Old Business
5. Financial Report and Update
6. Next Meeting: Wednesday, May 29, 2024

8 Adjournment