Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Meeting Agenda**

Wednesday, March 27, 2024 – 5:30 p.m.

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

Sturbridge MA 01566

1. Call to Order
2. Review of Minutes:
   1. February 28, 2024
3. Guests:
   1. Sam Ashraf, Marketing Specialist, Discover Central Massachusetts (DCM)
   2. Sarah Martin, Vice President, Break the Ice Media (BTI)
   3. Alexandra McNitt, Exec. Director, Chamber of Central South Massachusetts
4. New Business
   1. Approval: Proposal for Supporting DCM Marketing Efforts
   2. Discussion: Tourism Grant Application for Harvest Fest October 2024
   3. Discussion: Fund Transfer FY 2024 from Comm. Support to Marketing Ad Accounts
   4. Approval: Acceptance of FY2025 STA Fund Levels and Approval of Budgeted Amounts
   5. Discussion: STA Tourism Grant Policy Goals and Standards
   6. Discussion: STA Board Member Terms
5. Old Business
6. Financial Report and Update
7. Next Meeting: TBD

8 Adjournment