Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Meeting Agenda**

Wednesday, May 29, 2024 – 5:30 p.m.

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

Sturbridge MA 01566

1. Call to Order
2. Review of STA Minutes: (1) March 27, 2024 and (2) April 24, 2024
3. Guests:
   1. Sarah Martin, Vice President, Break the Ice Media (BTI)
   2. David Brockman, Antiques Textile Show
4. New Business
   1. Update: Status of Vacant STA Seat
   2. Discussion: Marketing Sturbridge Goals for 2024 2025: Sarah Martin, BTI
   3. Approval: Request for Funding (2) Trails Brochures
   4. Updatel: Commissioning a Photographic Shoot of Sturbridge Attractions for Summer/Fall
   5. Approval: Grant Request for Brochure Funding Town Burial Site
   6. Approval: Printing Costs for 2024 Tour Guide
   7. Discussion: Proposal for Small Business Improvement Grants
   8. Update: BOYA Awards
   9. Update: Status of $1000 Marketing Grants for Fire of 2023 Businesses
   10. Update: LaFayette Commemoration Event Sept. 3 , 2024
5. Old Business
6. Financial Report and Update
   1. FY 2024 Budget: Current Spending and Remaining Balances
   2. FY 2025 Budget: Preliminary Review of Revenues and Allocated Spending
7. Next Meeting: Wednesday, June 26, 2024

8 Adjournment