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