Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Meeting Agenda**

Wednesday, January 11, 2023 – 6:30 p.m.

Center Office Building – 301 Main Street, 2nd Floor

Sturbridge MA 01566

1. Call to Order
2. Review of Minutes for Meeting of December 14, 2022
3. Old Business
   1. Election of: Vice Chair
   2. Selection of Digital Marketing Firm for Short Term Services (Winter 2023)
   3. Discussion of RFQ for Digital Marketing Messaging
4. New Business
5. Discussion: 2023 Sturbridge Tour Guide. Guests: Alex McNitt, CMS Chamber & Maxine Carter Lome, Weathervane Publishing
6. Determination of Advertisement Content and Cost for Last Green Valley Explorer Guide
7. Consideration of a Winter 2023 Shop Local Messaging Effort
8. Planning Discussion: 2023 Business of the Year Award

6 Financial Report

1. Next Meeting: Wednesday, February 9, 2023

8 Adjournment