Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Meeting Agenda**

Wednesday, March 13, 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. Monique Messier, Exec. Director, Discover Central Massachusetts (DCM)
   2. Sarah Martin, Vice President, Break the Ice Media (BTI)
4. New Business
   1. Approval: Acceptance of FY2025 STA Fund Levels and Approval of Budgeted Amounts
   2. Discussion: Fund Transfer FY24 from Community Support to Marketing Advertising
   3. Approval: Proposal for Supporting DCM Marketing Efforts
   4. Discussion: STA Tourism Grant Policy Goals and Standards
   5. Discussion: Tourism Grant Application for Harvest Fest Oct. 2024
   6. Discussion: STA Board Member Terms
5. Old Business
6. Financial Report and Update
7. Next Meeting: TBD

8 Adjournment