**Town of Sturbridge**

**Special Events Committee Minutes**

**November 2, 2020**

**REMOTE MEETING VIA GO TO MEETING**

Present: L. Beaudin, K. Carey, M. Dowling, S. Nasto, A. Roscioli

Others present: J. Bridges; C. Neslusan, Terry Masterson, and C. Tomkin

The meeting was called to order at approximately 5:03 pm by T. Masterson.

An explanatory paragraph, referencing Governor Baker’s Order, dated March 12, 2020, which suspended certain provisions of the Open Meeting Law and allowed remote meetings of town boards and committees provided certain conditions are satisfied, was read into the record. The entire text can be found on the Agenda page.

S. Nasto had technical difficulties so was not able to participate in the voting process.

**Motion by M. Dowling to accept the meeting minutes of October 19, 2020,**

**seconded by L. Beaudin.**

**All in favor 4-0**

**Via Roll Call Vote**

C. Neslusan provided an update of the Home of the Brave road race: 41 runners were signed up to date, 8 orders received for hats, and there were 85 donations, for a total of $1,025 ( on line fees, purchases, and donations.) The masks cost to date is $246.

Attention turned to how many hats the SEC should purchase. L. Beaudin expressed concern about ordering more hats than necessary and the cost involved given the SEC budget. The budget is set at $6,000 for this fiscal year. Discussion ensued. K. Carey suggested that if the hats don’t sell as expected and there is leftover inventory next year we could consider a program where one could purchase the hat as a donation to a veteran, and the hats could then be disbursed to veterans by the SEC. There was general agreement that this was a good idea.

**Motion by M. Dowling to purchase 100 hats and the amount of masks necessary for each participant from the SEC budget, seconded by A. Roscioli.**

**All in favor 4-0**

**Via Roll Call Vote**

C. Neslusan stated that none of winners from last year’s race claimed their free registration for this year. She suggested that we raffle off two free registrations this year to those participants who turn in their running times, and members agreed that it was a good idea.

**Motion by M. Dowling to offer two free registrations via raffle to those participants who submit their running times, seconded by A. Roscioli.**

**All in favor 4-0.**

**Via Roll Call Vote**

C. Neslusan stated that she reached out to two businesses to “collaborate” with the town to promote the race rather than ask for any sponsors given the SEC’s desire not to request sponsorships from area businesses during the pandemic and resulting economic hardship. The Publick House agreed to offer a specialty Home of the Brave red velvet cupcake from Monday November 9 to November 14 and to donate 30% of the price to the race. (Cupcake will be sold for $2.50 with .75 going to the race.) Sturbridge Coffee House offered to sell a Home of the Brave sandwich for the same week with all of the proceeds from said sandwich being donated to the race. Sturbridge Coffee House also offered to donate 20% of all sales on November 14 to the race and to put a collection jar out on race day as well. Members expressed their gratitude for the businesses generosity and for C. Neslusan’s creativity. L. Beaudin stressed that she loved this idea of collaboration.

**Motion by M. Dowling to endorse the collaboration with the Publick House and Sturbridge Coffee House to promote the race as presented by C. Neslusan,**

**seconded by L Beaudin**

**All in favor 4-0**

**Via Roll Call Vote**

M. Dowling left the meeting at approximately 6:00 pm.

C. Tomkin offered the Committee an end of season update on the Farmer’s Market. Attendance at the market averaged 514 people with the low level at 465 and the high at 649. Many patrons are repeat customers and there are many out of towners as well. C. Tomkin affirmed her view that the Sturbridge market is the best market outside of Boston. Patrons favored produced and meats, but there is demand for more diversity in products available, along with featuring the works of artisans. A. Roscioli said that this was good feedback that could be worked on in the months ahead. There was conversation about a Winter Market. C. Tomkin said that an outdoor Winter Market would be challenging, but that an indoor venue would be a workable option.

The next meeting is scheduled for December 7, 2020 at 5 p.m. via Go To Meeting.

The meeting ended at approximately 6:07 p.m.

**Motion to adjourn by A Roscioli, seconded by L. Beaudin**

**Vote 3-0 (M. Dowling and S. Nasto not participating)**

**Via Roll Call Vote**

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Meeting minutes prepared by M. Dowling, Clerk, and

T. Masterson, Economic Development and Tourist Coordinator