Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Meeting**

June 23, 2021 - 6:30pm

**Members Present**:   
Brian Amedy, Chair  
Tom Chamberland, Vice Chair

Dawn Merriman

Nick Salvadore

Jeff Ardis

**Staff Present**:

Jeff Bridges, Town Administrator

Terry Masterson, Economic Development/Tourism Coordinator

**Guests:**

Sandra Gibson-Quigley, Nominated STA Member Effective July 2021

**Meeting Open**

Chair Amedy opened the meeting at 6:35 p.m. and welcomed everyone to the meeting.

**Approval of Minutes**

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| **Motion:** | Approve June 9 2021 Minutes |
|  | BY: D Merriman SECOND: N Salvadore |
| **Vote Record:** | Yes: Amedy, Chamberland, Merriman, Salvadore, Ardis |
| **Outcome:** | Approved 5-0 |

**Summer 2021 Marketing Campaign - $30,000**

There was continued conversation about the proposed Summer 2021 Marketing campaign carried over from the June 9th meeting. TC offered some comments that tourism related businesses may not be fully opened or staffed now so a marketing campaign may be best at another time. DM replied that tourists and visitors are aware of these challenges but they are out traveling now and there is value in marketing now. NS noted that he observed some staff and service issues at a local restaurant but he still thought that this was the time to promote Sturbridge. JB offered the thought that marketing dollars could be apportioned proportionately by season.

There was general discussion over the Ad Schedule proposed by Chris Pappas. DM questioned the value of Smithsonian if using AARP and Yankee Magazine covered the same audience. TC and BA agreed to advertise with Boston.com in August and September but not July.

**\* FY 2022 Summer 2021 Marketing Campaign: $30,000**

**Motion:** To expend $30,000 from Marketing and Advertising in the FY 2022 Budget for a summer marketing campaign

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| **Motion By** | Tom Chamberland |
| **Second** | Dawn Merriman |
| **Call Vote** | Yes: BA TC DM NS JA |
| **Vote** | 5-0 |

**\* FY 2021 Encumbrances :**

**Motion:** To Encumber the following budget items from FY 2021 to FY 2022.

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| --- | --- | --- |
| **Amount** | **Item/Service** | **Account** |
| $15,000 | Web Site Construction | Marketing Advertising |
| $5,000 | Web Site Enhancements | Marketing Advertising |
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| **Motion By** | Tom Chamberland |
| **Second** | Nick Salvadore |
| **Call Vote** | Yes: BA TC DM NS JA |
| **Vote** | 5-0 |

**\* FY 2021 Budget Transfers**

**Motion:** To transfer $5,000 from FY21 Community Support to Marketing and Advertising

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| **Amount:** | **Transfer From:** | **Transfer To:** |
| $5,000 | Community Support | Marketing/Advevrtising |
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| **Motion By** | Tom Chamberland |
| **Second** | Dawn Merriman |
| **Call Vote** | Yes: BA TC DM NS JA |
| **Vote** | 5-0 |

*STA Minutes – June 23, 2021*

**\* FY 2021 Budget Transfers**

**Motion:** To transfer $11,000 from Community Support and $4,000 from Benefits to Marketing and Advertising FY21 Community Support to Marketing and Advertising. The purpose of these transfers is in support of committing $15,000 to the OSV Media Campaign this Summer.

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| **Amount:** | **Transfer From:** | **Transfer To:** |
| $11,000 | Community Support | Marketing/Advertising |
| $4,000 | Benefits | Marketing/Advertising |

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| **Motion By** | Tom Chamberland |
| **Second** | Dawn Merriman |
| **Call Vote** | Yes: BA TC DM NS JA |
| **Vote** | 5-0 |

**\*FY 2021 Grant Award: $15,000 OSV TV Media Campaign**

**Motion:** To grant $15,000 to OSV for a Summer TV media campaign from the Marketing and Advertising account.

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| **Motion By** | Tom Chamberland |
| **Second** | Nick Salvadore |
| **Call Vote** | Yes: BA TC DM NS JA |
| **Vote** | 5-0 |

**General Discussion**

BA suggested that Gabe Dinunzio with Pintastic be contacted for possible attendance at the July meeting. And Wendy Davis with the Doll and Bear Shows should be asked to offer data on her advertising spending for the events she is sponsoring in 2021.

**Future Planning Discussions**

TC suggested that the meetings in July and August include conversation on future planning along with priorities based on available revenues. BA raised the prospect of resuming quarterly business breakfasts and business visits.

**Next Meeting**

BA noted that the next meeting will be Wednesday, July 14, 2021.at 6:30pm

**Adjournment**

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| **Motion:** | Adjourn Meeting |
|  | BY: T Chamberland SECOND: D Merriman |
| **Vote Record:** | Yes: Amedy, Chamberland, Merriman, Salvadore, Ardis |
| **Outcome:** | Approved 5-0 |