Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, August 11,2021 – 6:30 P.M.

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

Dawn Merriman

Nick Salvadore

**Absent:**

Sandra Gibson-Quigley

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Guests:**

Wendy Davis, Doll and Bear Show Promoter

**Meeting Open**

Chair Amedy opened the meeting at 6:31 p.m. and welcomed everyone to the meeting.

**Approval of Minutes**

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| --- | --- |
| **Motion:** | Approve July 21, 2021 Minutes |
|  | BY: T Chamberland SECOND: D Merriman |
| **Vote Record:** | Yes: Amedy, Chamberland, Merriman Abstain: Salvadore |
| **Outcome:** | Approved 3-0 |

**Praise for Dick Vaughn**

Chair Amedy delivered some very eloquent and thoughtful remarks on the passing of Dick Vaughn who passed away recently. BA noted that Dick had been a long time participant and leader in Sturbridge civic affairs for many years serving as an original member of the STA as well as working with the Chamber and Rotary in many roles and capacities.

**Nominations**

Based on the absence of Sandra Gibson-Quigley, it was agreed to defer the nominations of Chair and Vice Chair until the August meeting.

**Summary Table of STA Budget Decisions and Awards**

The table below summarizes all of the financial decisions approved at this meeting:

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| --- | --- | --- | --- |
| **Amount** | **Event/Expenditure** | **Fund/Account** | **FY** |
| $2,000 | Doll Bear Show Oct 3 | Marketing/Ad | 22 |
| $4,000 | American Artisans Show | Marketing/Ad | 22 |
| $800 | Ad Buy DCM Fall Winter Guide | Marketing/Ad | 22 |

**STA Tourism Grant Applications:**

Doll and Bear Show October 3, 2021

Wendy Davis appeared before the STA to discuss her request for $4,000 in assistance. BA asked Wendy to brief the STA on how the June Bear Show went. Wendy noted that there were 523 people with attendance up 30% and 11 hotel nights generated. NS raised some financial questions about the admission price and attendance revenue. Wendy replied that she was not aware of total ticket revenue and that admission was $6. NS also asked about booth fees with Wendy noting that a table costs $95 with $15 of that to the Host Hotel.

TC asked Wendy to define the request for $4,000 in assistance after many years of operating in Sturbridge with no requests. Wendy replied that Covid has impacted her significantly and these grant funds will help regain some standing. BA also asked what the $4,000 would be used for. Wendy replied that additional ad spending would be made seeking to attract New York and Connecticut visitors. DM suggested that consideration be given to awarding $3500 with TC opining that given that this event was a one day show $3500 might be too much. BA suggested a $2,000 block grant.

**Tourism Grant Award:**  $2,000.00

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| --- | --- |
| **Motion:** BY D Merriman | To grant $2,000 from Marketing/Advertising to Doll Bear Show |
| **Second:** T Chamberland |  |
| **Vote:** Approved – 4-0 | Yes: Amedy, Chamberland, Merriman, Salvadore |

American Artisans Craft Show October 30-31, 2021

BA opened the considerations for this grant by noting that these shows have done well. Wendy Davis (WD) commented that only handmade products are sold and that there are 70 exhibitor booths with a waiting list. There was general discussion about hotel occupancy and advertising purchases. TC suggested that $4,000 be granted for this event to underwrite the advertising costs

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**Tourism Grant Award:**  $4,000.00

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| --- | --- |
| **Motion:** BY T Chamberland | To grant $4,000 from Marketing/Advertising to Artisans Craft Show |
| **Second:** D Merriman |  |
| **Vote:** Approved – 4-0 | Yes: Amedy, Chamberland, Merriman, Salvadore |

**Approval to Purchase Advertising:**  $800.00

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| --- | --- |
| **Motion:** BY T Chamberland | To expend $800 for Half Page Ad Fall/Winter DCM Guide |
| **Second:** N Salvadore |  |
| **Vote:** Approved – 4-0 | Yes: Amedy, Chamberland, Merriman, Salvadore |

**Discussions on Marketing Issues**

Summer Marketing Campaign

TM reported that the Summer marketing campaign was in process through early September. It may take time for viewer participation data to arrive from the various advertisees.

OSV Activities

TM also reported that Dan Friel with OSV had sent an email detailing the activities and efforts OSV was working on to market OSV and to work with the Town on events to celebrate the 75th Anniversary of OSV.

All Star Marketing

There was conversation about the value of purchasing some attractive “give away” items for distribution at public events. TM agree to contact All Star Marketing to obtain some suggested items for purchase consideration.

Pan Mass Challenge

DM and BA discussed the Pan Mass Challenge and the positive impact this has on hotel occupancy.

Business of the Year Award

BA and TC discussed devoting some portion of the September meeting on the Business of the Year Award program.

Equine/Agriculture Center Proposal

After some general conversation, it was agreed to discuss this new proposal at the September meeting.

**Next Meeting**

BA noted that the next meeting will be Wednesday, September 8, 2021.at 6:30pm

**Adjournment**

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