



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

## Regular Meeting

24 June 2020, 6:30pm

Remote Meeting – Go to Meeting

### **Members Present:**

Brian Amedy, Chair (BA)

Tom Chamberland, Vice-Chair (TC)

Nick Salvador (NS)

Dawn Merriman (DM)

Jeff Ardis (JA)

### **Staff Present:**

Jeff Bridges, Town Administrator (JB)

Todd Miller, EDTC (TM)

### **Chair Amedy went over the agenda items.**

\*Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting law, G.L. c. 30A Section 18, and the Governor's March 15, 2020 Order imposing strict limitations on the number people that may gather in one place, this meeting of the Sturbridge Tourist Association will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation can be found on the Town's website at <https://www.sturbridge.gov/town-administrator/pages/how-access-virtual-meeting>. For this meeting, members of the public who wish to listen and or watch the meeting either online via the Town's on demand video broadcast, on cable television on channel 191, or dial into the meeting at 774-304-1455, enter 1428# for the meeting number and 12345 for the access code. (This phone number is only active for the public during public meetings). No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post of the Town's website an audio or video recording, transcript, or other comprehensive record of the proceedings as soon as possible after the meeting.

### **Approval of Minutes from May 20th 2020 meeting**

**Motion: To approve the minutes from May 6, 2020 By: Tom Chamberland**

**2<sup>nd</sup>: Dawn Merriman**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvadore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**Vote: All in Favor (5-0)**

## **Treasurers Report**

Mr. Chamberland stated that with the exception of Geofest, he has paid all of the bills before the STA, and under Community Support he highlighted and noted the accounts that are to be closed. Regarding Tour Opacum, BA noted that he was expecting additional marketing that must be satisfied before that account is to be closed.

**Motion: To accept the Treasurer's report as presented**

**By: Brian Amedy**

**2nd: Tom Chamberland**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvadore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**Vote: All in Favor (5-0)**

## **Antique and Collectible Show Proposal**

Maxine commented on last year's success with over 700 attendees, and wanted to add a 2nd date to the event, with Antique Roadshow appraisers and a live auction in the evening. These additions require increased advertising expenditure and incur higher costs from the venue for an evening event. She mentions she cannot market in force until she receives word from the Sturbridge Host as to whether the event can proceed as originally envisioned.

She is still moving forward with hopes the Sturbridge Host can accommodate them, but she will not know until they get closer to the event's date. BA acknowledged the uncertainty and advised her to follow state guidelines.

Maxine has been using her own publication as the primary marketing driver until she hears back from her vendors and the Host before she will market the event fully. She is also open to modifying the event as need warrants. BA recapped the proposal of \$5,000 (\$2,500 for Advertising, and \$2,500 for Community Support (for venue rental).

TC asks how soon she will need the money to pay the venue, Maxine states the \$2,500 for the facility fee she would not need until after the event, and the \$2,500 for advertising can wait until August or September, depending on how the Host issue resolves.

Maxine then asks to be placed on the August STA meeting agenda for final approval.

**Motion: To allocate \$2,500 in Marketing and \$2,500 in Community Support funds to the Antique and Collectibles Show By: Tom Chamberland**

**2nd: Brian Amedy**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvadore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**Vote: All in Favor (5-0)**

### **Herbfest Update**

Regarding the five bills brought before the STA, Two of these bills related to an event labeled 'Herbfest' that hadn't been approved by the STA beforehand, and covered both 2019 and 2020 fiscal years. TC mentions that after previous events are over and bills settled, the accounts ought to be closed out.

DM inquired if it can be explained to Sarah Greene that she should not spend any more money until it's known whether or not the event can be held. DM states she would be comfortable paying the marketing bills with the understanding that she does not spend more until the event is approved.

**Motion: To pay marketing bills in amount of \$2628 (\$774 from FY20, \$1619 from FY21 and**

**\$235 previously paid) pending COVID-19 impact. By: Chair Brian Amedy**

**2nd: Tom Chamberland**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvatore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**All in Favor 5-0**

**Motion: To approve amount of \$750 out of FY21 Budget (Pending outcome at town meeting) for Herbfest By: Chair Brian Amedy**

**2nd: Tom Chamberland**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvatore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**All in Favor 5-0**

### **New England Craft and Artisan Show**

The New England Craft & Artisan show requested \$500 for Marketing and \$6500 in Community Support (with \$1,000 included for Food & Beverages) for the event. Support was expressed for the \$500 in marketing, but concerns were raised over the food costs and to whom the food and beverages were intended for. TC proposed supporting the funding sans the \$1,000 in food & Beverages, encouraging the applicant to appear before the STA and clarify questions surrounding the food & beverage expenditure.

**Motion: To approve amount of \$6,000 (\$500 from Marketing, \$5,500 from Community Support) out of FY21 Budget (Pending outcome at town meeting) for New England Craft & Artisan Show By: Vice Chair Tom Chamberland**

**2nd: Brian Amedy**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvatore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**All in Favor 5-0**

## **Geofest**

The STA received two invoices (\$983.50 for Geocoins and \$245.00 for Geotags respectively), after hearing word that the event was canceled. After many attempts to contact the chairperson of the Chamber, these contact attempts were ultimately unsuccessful.

**Motion: To withhold payment on these items but encumber \$800 from Marketing as well as \$483.50 from Community Support to FY21 to cover these items once communication has been restored.**

**By: Vice Chair Tom Chamberland**

**2nd: Brian Amedy**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvadore: YES, Jeff Ardis: YES, Tom Chamberland: YES**

**All in Favor 5-0**

## **Encumbering Funds From Businesses of the Year**

Discussions held to remind and encourage the three businesses of the year award members to spend and utilize their \$1,000 award.

## **OSV Proposal #1 – 1<sup>st</sup> Review**

This proposal's request in the amount of \$12,500 relates to costs associated with Bus Tours to OSV. It was noted that bus tours will be likely slow to return to OSV due to COVID-19. OSV has sent the STA a relevant report on bus tours, with the STA awaiting an update on group tour status. OSV is invited to attend the July meeting for further discussions and review.

## **OSV Proposal #2 – 1<sup>st</sup> Review**

This proposal's request of \$9,200 relates to the procurement of 80 custom banners (and removal) celebrating the 75<sup>th</sup> anniversary of the Village. Discussion was held on the cost-efficiency of the project, as well as the locations (Town common /Routes 131/20) of the banners in question. There was additional discussion over perhaps ordering forty signs instead of 80, as the board is sympathetic to the celebration of the 75<sup>th</sup> Anniversary milestone. OSV is invited to attend the July meeting for further discussions and review.

## **EDTC Report**

The EDTC reported in on the onboarding process and current communications and projects, including:

- Area restaurant and hotel visits
- Façade improvement program exploration
- Shared streets and grant application exploration
- Sourcing website development services for a new and improved website.  
(as cited in the STA marketing plan)

**Next Meeting**

Next meeting was set for a virtual meeting on July 22<sup>nd</sup> at 6:30 PM.

**Adjourn**

**Motion: To adjourn By: Chair Tom Chamberland**

**2nd: Dawn Merriman**

**Roll Call Vote: Brian Amedy: YES, Dawn Merriman: YES, Nick Salvadore: YES,  
Jeff Ardis: YES, Tom Chamberland: YES**

**All in Favor 5-0**