Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, December 15, 2021 – 6:30 P.M.

**Members Present**:   
Brian Amedy, Chair  
Nick Salvadore

Sandra Gibson-Quigley

**Absent:**

Tom Chamberland

Dawn Merriman

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

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

**Approval of Minutes**

Approval of the November 10, 2022 Minutes will be acted on in the January 12th meeting.

**STA Budget Report Discussion**

Brian identified several budget transactions:

1. Harvest Festival was budgeted at $5,000 but expenses submitted were $4480 = $520.00 surplus
2. Hometown Shopper Ad was budgeted at $450.00 but was billed at $400.00 = $50.00 surplus
3. Terry was asked to contact Wendy Davis to see when her grant reimbursements would be filed.
4. Terry was asked to monitor any new reimbursements from Pintastic.

Brian estimated that STA has a net balance of $13,110.94

**Discussion of Post Event Evaluation Forms**

There was general discussion of the post event evaluation forms submitted by the Doll, Bear Show, Herbfest and Harvest Fest. Nick commented that generating hotel stays was important and that this criteria should be emphasized up front. Sandra also noted that there should be proper rules for funding eligibility.

**Web Site**

Terry reported on the following:

1. That Sperling had completed the web site and decided (individually) to place it out on the Internet.
2. All hotel owners were contacted to inform them of the site and to offer a meeting. Only one hotel has responded.
3. Store owners will be contacted as well with the same offer
4. Sperling was also working with Terry to schedule a meeting to learn how to install edits and additions to the site.

**Selection of Open the Door Inc.**

There was general discussion on retaining Open the Door to help with messaging on the web site.

|  |  |
| --- | --- |
| **Motion:** | To approve up to $18,000.00 to Open the Door for web site communications for a period of 6 months. . |
|  | BY: B Amedy SECOND: N Salvadore |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore **Absent:** Chamberland, Merriman |
| **Outcome:** | Approved 3-0 |

**Discussion of Future Marketing**

Terry discussed his memo listing out the upcoming seasons of 2022 to identify some marketing goals and preferences. Terry asked for some conversation on which distances, regions and/or demographics to market towards. Sandra suggested that itineraries are important because they give people a reason to stay longer than a day. Brian suggested that the Albany region remained a worthwhile area given its direct connection on I-90. Nick mentioned that he has noticed that Tree House Brewing entertains visitors from out of state. Brian cited local and regional historic assets.

**Sturbridge Tourism Map**

There was continued discussion on creating an illustrated map of Sturbridge. It was mentioned that the Chamber was working on a map and that Terry should contact the Chamber to see if their map might be a good resource to rely upon.

**Next Meeting**

BA noted that the next meeting will be Wednesday, January 12, 2022

**Adjournment**

|  |  |
| --- | --- |
| **Motion:** | Adjourn Meeting |
|  | BY: S.Gibson Quigley SECOND: B Amedy |
| **Vote Record:** | Yes: Amedy, Gibson Quigley, Merriman Absent: Chamberland, Salvadore |
| **Outcome:** | Approved 4-0 |