Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, January 12, 2022 – 6:30 P.M.

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

Dawn Merriman

Sandra Gibson-Quigley

**Absent:**

Dawn Merriman

**Guests:**

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

Chair Amedy opened the meeting at 6:30 p.m. and welcomed everyone.

**Approval of Minutes January 15, 2022**

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| **Motion:** | Approve December 15th Minutes |
|  | BY: S Gibson Quigley SECOND: N Salvadore |
| **Vote Record:** | **Yes:** Amedy, Chamberland, Gibson-Quigley **Abstain:** Chamberland |
| **Outcome:** | Approved 3-0 |

**Budgetary Motions**

Web Site Operations

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| **Motion:** | To approve $18,000 to Open the Door Media to manage the digital and social media messaging for the new Experience Sturbridge web site for 6 months. |
|  | BY: B Amedy SECOND: N Salvadore |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore, Chamberland |
| **Outcome:** | Approved 4-0 |

STR Hotel Activity Reports**:**

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| **Motion:** | To approve $1.650.00 to STR to renew an annual subscription to their quarterly hotel occupancy reports. . |
|  | BY: B Amedy SECOND: D Merriman |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore, Chamberland |
| **Outcome:** | Approved 4-0 |

Stranded Cost for Web Site Construction:

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| **Motion:** | To approve $156.00 to address an extra stranded cost for the tourism web site construction. |
|  | BY: T Chamberland SECOND: S Gibson-Quigley |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore, Chamberland |
| **Outcome:** | Approved 4-0 |

Remaining Balances in STA Budget

Brian noted that given the low remaining balances, there should be an effort to ascertain if any grant recipients such as Pintastic will be filing more requests for payments. Terry agreed to contact Pintastic and Wendy Davis with the Doll and Bear Shows.

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| **Motion:** | To contact Wendy Davis and encourage that all bills be filed by January 30th or waive any further claims on the STA Grant. |
|  | BY: B Amedy SECOND: T Chamberland |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore, Chamberland |
| **Outcome:** | Approved 4-0 |

Budgetary Fund Transfer: $10,000 from Community Support to Marketing/Advertising

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| **Motion:** | To transfer $10,000 from Community Support to Marketing and Advertising .. |
|  | BY: B Amedy SECOND: T Chamberland |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore, Chamberland |
| **Outcome:** | Approved 4-0 |

Allocation for 2022-2023 Annual Tourism Guide

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| **Motion:** | To allocate $2500 for the creation of the 2022-2023 Tour Guide |
|  | BY: T Chamberland SECOND: S Gibson-Quigley |
| **Vote Record:** | **Yes:** Amedy, Gibson-Quigley, Salvadore, Chamberland |
| **Outcome:** | Approved 4-0 |

**Work Project List**

There was general discussion about what important projects deserved attention over the next few months. Tom suggested that all members list out their top projects and submit them to Brian for discussion at the February meeting. Sandra noted that the Web Site and the pursuit of grants were important.

**Sturbridge Tourist Map**

There was discussion about completing an illustrated tourism map for digital and hard copy usage. Tom said he was concerned about printed maps. Brian felt the Amherst map was not that easily readable and should be something to consider at another time. Sandra said she was supportive of a map when other important projects have been completed.

Nick also supported a map and cited the Brimfield map in the Weathervane magazine.

Tabled: Advertising Proposal from Weathervane Publishing

There was discussion of a proposal from Maxine Carter Lome to fund advertising in their upcoming Brimfield Antique Guide. Tom Chamberland MOVED to table this request with Nick Salvadore SECONDING the motion. The motion was passed 4-0.

**Next Meeting**

BA noted that the next meeting will be Wednesday, February 9, 2022.at 6:30pm

**Adjournment**

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