



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Monthly Meeting
Wednesday, February 9, 2022 – 6:30 P.M.

Members Present:

Brian Amedy, Chair
Dawn Merriman
Sandra Gibson-Quigley

Absent:

Tom Chamberlain, Vice Chair
Nick Salvadore

Guests:

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 November 10, 2022

Motion:	Approve November 10, 2022 Minutes
	MOVED: D Merriman SECOND: S Gibson Quigley
Vote Record:	Yes: Amedy, Gibson-Quigley, Merriman
Outcome:	Approved 3-0

STA Finances

Pintastic

There was general discussion about the remaining grant balance of \$1794.70 for Pintastic. There was a question as to whether the grant had been full awarded for FY22. Sandra pointed that when the grant was awarded that Pintastic should use the grant funding to promote the November 2021 and June 2022 events in unison. Dawn opined that the current grant was for FY22 which is up to June 20, 2022. Brian suggested that the grant balance remain available.

Motion: to Retain Pintastic Grant Balance \$1794.70

Motion:	To Retain the Pintastic \$1794.70 balance through June 30, 2022.
	MOVED: B Amedy SECOND: D Merriman
Vote Record:	Yes: Amedy, Gibson-Quigley, Merriman
Outcome:	Approved 3-0

Stranded Cost for Web Site Creation: \$156.00

Brian suggested that the added cost of \$156.00 billed from Sperling for the web site creation be placed into the Allocation section of the Financial Report.

2022-2023 Sturbridge Tour Guide

There was general discussion on the upcoming Tour Guide. It was agreed to accept the offer of \$3,000 from Global Design Publishing (GDL). Brian requested that the back page ad be changed and updated.

Motion: To Allocate an additional \$500.00 for the Tourism Guide

Motion:	To Allocate \$500.00 towards the 2022-2023 Tourism Guidebook.
	MOVED: B Amedy SECOND: S Gibson-Quigley
Vote Record:	Yes: Amedy, Gibson-Quigley, Merriman
Outcome:	Approved 3-0

Decision to Table Two STA Tourism Grants

Motion: To Table STA Tourism Grant Applications

Motion:	To Allocate \$500.00 towards the 2022-2023 Tourism Guidebook.
	MOVED: B Amedy SECOND: D Merriman
Vote Record:	Yes: Amedy, Gibson-Quigley, Merriman
Outcome:	Approved 3-0

Discussion on Local and Regional Web Site Promotion

There was general discussion about how the web site should focus on local and regional attractions and events. There was a consensus that identifying regional sites and attractions added more to the variety of reasons for visitation which would help with generating longer term stays or return trips. Sandra supported promoting regional attractions from Worcester to Springfield whether it was arts and culture offerings or simply promoting Sturbridge as a place to just rest and eat while enjoying the region. Brian briefed the Board on the new interactive museum in Webster detailing the life of 19th century businessman Samuel Slater.

Spas and Salons

There was consensus that creating a list of spas and salons for the web site would be another feature that is popular with visitors.

Sturbridge History

Sandra suggested that the Sturbridge Master Plan contained worthwhile narrative on the history of Sturbridge for the web site.

List of Current Projects

There was consensus that the following projects were on the cue for February, March and April:

1. Continue efforts to populate the web site
2. Alert Sturbridge businesses about the web site and encourage them to link their sites to ours.
3. Work toward an April business meeting to present the web site
4. Continue to work on the Mass Marketing Partnership Grant and upcoming MOTT Destination Grant
5. Prepare and roll out the BYOA program for March

501 Main Street Tourism Site Development

There was discussion and consensus on supporting the efforts to pave the 501 Main Street location or help fund the construction of a foot bridge over the Mill Stream from the 501 site. The purpose of this effort would be to use the 501 Main Street site as a walkable connection to the Sturbridge Trails. The 501 site is located on Route 20 and in the heart of the restaurant district for Sturbridge. There was consensus to apply for a MOTT Tourism Destination Capital grant in April to see if any funding could be obtained towards the costs of this project.

Next Meeting

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

Adjournment

Motion:	Adjourn Meeting 8:20pm
	BY: D Merrimany SECOND: S Gibson-Quigley
Vote Record:	Yes: Amedy, Gibson Quigley, Merriman
Outcome:	Approved 3-0



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Monthly Meeting
Wednesday, May 11, 2022 – 6:30 P.M.

Members Present:

Brian Amedy, Chair
Tom Chamberland, Vice Chair
Sandra Gibson-Quigley
Nick Salvatore

Absent:

Dawn Merriman

Guest:

Chris Tieri, Chief Marketing Officer, Old Sturbridge Village

Staff Present:

Terry Masterson, Economic Development/Tourism Coordinator

Meeting Open

Chair Amedy opened the meeting at 6:33 p.m. and welcomed everyone.

Approval of Minutes : April 13, 2022

Motion:	Approve April 13 th Minutes
	BY: T Chamberland SECOND: N Salvatore
Vote Record:	Yes: Amedy, Gibson-Quigley, Chamberland, Salvatore. Absent: D Merriman
Outcome:	Approved 4-0

Trails Brochures

Tom Chamberland raised a request for STA assistance in underwriting 5000 copies of Trail brochures. There was general discussion and support for the request.

Motion:	To Transfer \$500.00 from Marketing/Advertising to Community Support
	BY: B Amedy SECOND: S Gibson Quigley
Vote Record:	Yes: Amedy, Gibson-Quigley, Chamberland, Salvatore. Absent: D Merriman
Outcome:	Approved 4-0

Trails Brochures – cont'd

Motion:	To expend \$1200 from Community Support to pay for Trail Brochures.
	BY: S Gibson-Quigley SECOND: N Salvatore
Vote	Yes: Amedy, Gibson-Quigley,Salvadore. Absent: D Merriman Abstain: Chamberland
Outcome:	Approved 4-0

Harvest Festival -First Review

There was general discussion about the October 2022 Harvest Festival. Brian commented that the grant request is the normal year to year request. Sandra asked about the total revenues for the festival and is STA playing a role as a donor. Tom and Sandra also discussed the overall ROI the Festival delivers to the hotel and retail revenues of the Town. Brian asked that the Chamber be invited to the June meeting.

Antiques Collectibles Show (ACS) – First Review

Brian noted that the ACS for 2023 will be a two day show. There was general discussion between Tom, Sandra and Brian about what the economic impacts of the ACS will be for Sturbridge,

Update on Rep. Smola Earmark

Tom updated the STA on the progress of the \$50,000 Marketing Grant working its way through the state legislature's budget process. Tom noted that the earmark had passed the House and was now waiting for State Senate consideration and ultimate approval by the Governor.

STA Budget FY 2023

Nick raised the topic of reviewing the STA Budget for FY 2023 and planning expenditures. Brian commented that working with Chris Pappas would be a good source for cost estimates for marketing programs and web site costs. Brian also referenced the suggested items Terry had raised earlier in FY2022. Nick noted that unlike the limited funding STA had for FY22, the funding for FY23 would be more robust. Sandra noted the value of analyzing the budget with as large a scope as possible.

Old Sturbridge Village Funding Request

Chris Tieri, CMO of OSV appeared to present a proposal for shared funding for digital billboard advertising on I-90 near Auburn. The messaging would promote OSV and highlight a "Kids Free" Summer program from July 5th through September. One adult purchased ticket would allow for 3 free child admissions up to the age of 17. The request for assistance is \$10,000 with OSV contributing \$5,000. The ad campaign would run for 8 weeks.

Sandra asked if the Town would have any mention in these ads. Chris responded affirmatively. Tom suggested that the ads offer some link or mention of the new Experience Sturbridge web site. Sandra concurred and noted that it is important to show potential visitors all that Sturbridge offers. Chris responded by saying that these suggestions can be looked at. Nick suggested that the web site logo be placed on the digital ads.

FY 2023 Budget Allocation for OSV Digital Billboard Campaign

Motion:	To expend \$10,000 from FY2023 Marketing and Advertising to support the OSV Digital Billboard efforts..
	BY: T Chamberland SECOND: S Gibson-Quigley
Vote	Yes: Chamberland, Gibson-Quigley,Salvadore. Absent: D Merriman Recuse: Amedy
Outcome:	Approved 4-0

Business of the Year Awards - BOYA

There was discussion about the BOYA contest. Terry noted that there were over 200 votes cast and the winners are:

Stay – Publixx House
Play – OSV
Shop – Bird Store
Eat – Whoopie-Doo Cupcakes

Brian asked Terry to work on obtaining plaques for the June 21st Board of Selectman's meeting. Sandra and Tom suggested that the BOYA marketing awards be spent by December 31st, 2022. Sandra raised the question of funding the \$1,000 cost for 4 memberships to the Discover Central Massachusetts regional tourism agency. Tom suggested offering the 4 winners free ads in the 2023-2024 Tourism Guidebook.

Motion to Require BOYA Grant Use by December 31st, 2022

Motion:	To require all BOYA Award Winners to use their marketing grants by December 31 st , 2022.
	BY: T Chamberland SECOND: N Salvatore
Vote	Yes: Amedy, Chamberland, Gibson-Quigley, Salvatore. Absent: D Merriman
Outcome:	Approved 4-0

Motion to Spend Up to \$500 for BOYA Award Plaques

Motion:	To spend up to \$500 for BOYA Award Plaques
	BY: T Chamberland SECOND: N Salvatore
Vote	Yes: Amedy, Chamberland, Gibson-Quigley, Salvatore. Absent: D Merriman
Outcome:	Approved 4-0

Web Site

Tom suggested that the web site contain a "Report A Problem" portal

Web Site Calendar

There was general discussion about the calendar section of the web site. Some of the comments were:

- All liked the monthly calendar
- Nick asked if the calendar could have a category filter for events
- Consult with Sperling or Chris Pappas about how to calendar venues with numerous events in one day.

Next Meeting

BA noted that the next meeting will be Wednesday, June 8, 2022, at 6:30pm

Adjournment

Motion:	Adjourn Meeting
	BY: T Chamberland SECOND: S Gibson Quigley
Vote Record:	Yes: Amedy, Gibson Quigley, Salvatore, Chamberland
Outcome:	Approved 4-0