Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting Minutes**

Wednesday, November 9, 2022 – 6:30 P.M.

**Members Present**:   
Sandra Gibson-Quigley

Jasmine Bell  
Chris Tieri

Pete Champagne

**Absent:**

Nick Salvadore

**Guests:**

Maxine Carter Lome, Weathervane Publishing

Sallie Greene, Herbfest

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

Sandra opened the meeting at 6:32 p.m. and welcomed everyone.

**Approval of Meeting Minutes : October 12, 2022**

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| **Motion:** | Approve: October 12, 2022 STA Minutes |
|  | BY: J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson-Quigley, Bell, Champagne, Tieri |
| **Outcome:** | Approved 4-0 |

**Holiday Ad Purchase with Hometown Shopper**

Maxine Carter Lome appeared before the STA to discuss advertising in the Hometown Shopper to promote local shopping during the Holiday season. Maxine explained that the Shopper has a print run of 10,000 copies with an ad deadline of November 21st and print delivery date of November 30th. The STA had placed a similar ad with the Shopper in 2021. Sandra inquired about the cost of an ad ($375), where the ad would be positioned and that the ad should detail any town events.

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| **Motion:** | Approve $375 Ad Purchase Hometown Shopper |
|  | BY: C Tieri SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson-Quigley, Bell, Champagne, Tieri |
| **Outcome:** | Approved 4-0 |

**Post Event Review: Herbfest**

Sallie Green appeared before the STA to review the results of her Herbfest event.

1. Sallie was pleased with the event.
2. Which included 98 pre registered and 25 additional attendees.
3. Sturbridge Coffee House provided box lunches and the Boy Scouts helped with the event.
4. The next Herbfest event will be Saturday September 30th 2023.

Sandra suggested that Sallie return to the December meeting with a budget for her Spring Ads to promote the September show.

**Discussion of RFQ for Digital Media Marketing**

RFQ

The STA reviewed a Draft RFQ edited by Chris based on previously issued RFQ’s supplied by Terry. There was discussion of what information to include in the Background section of the RFQ. Sandra and Chris discussed the overall goals of assisting hotels, restaurants and small businesses. Chris reviewed page 3 to 5. There was discussion of firms that could possibly take an interest in applying for this assignment.

Digital Services for January to May 2023

There was discussion of retaining a firm to temporarily manage the social media messaging from January through May 2023 before a longer term firm is hired. It was pointed out that the STA would have more latitude in this selection process if the cost of the total services were under $10,000. There was general discussion with a suggestion that Terry speak with Robin Grimm to confirm the procurement rules.

**State Legislative Marketing Grant**

Terry updated the Board on the State Legislature’s $50,000 Marketing Grant and that he has been in touch with the Town Administrator’s office to be ready to s tart work on accessing the grant when it arrives.

**TLGV – The Last Green Valley**

There was general discussion of what level of advertising and sponsorship to take with TLGV. There was consensus to take a “Stewarding” Level over a 3 year period for $695.

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| **Motion:** | To support TLGV with a 3 year “Stewarding Partnership” in the amount of $695. |
|  | BY: C Tieri SECOND: J Bell |
| **Vote Record:** | Yes: Tieri, Champagne, Bell |
| **Recuse:** | S Gibson Quigley |
| **Outcome:** | Approved 3-0 |

Next Steps for Partnership Ad;

1. Pick 4 categories for the Guide. Additional categories are fee based.
2. Submit content/narrative for each category. 100 words approximate.
3. Pick categories by January 10th
4. Submit Ad Template for quarter page ad by January 27th

**2023 Sturbridge Tour Guide**

There was general discussion of planning for the 2023 Tour Guide. Terry shared copies of tour guides from other Massachusetts towns and tourism districts such as Hampshire County. Chris suggested that a fuller discussion of the Guide be scheduled for the December meeting.

**Adjournment**

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| **Motion:** | Adjourn Meeting |
|  | BY: S Gibson Quigley SECOND: J Bell |
| **Vote Record:** | Yes: Tieri, Gibson Quigley, Champagne, Bell |
| **Outcome:** | Approved 4-0 |