Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, June 14, 2023 – 5:30 P.M.

**Members Present**:
Sandra Gibson-Quigley, Chair

Alex McConnon

Peter Champagne

Jasmine Bell

**Absent:**

Nick Salvadore

**Guests:**

Shane Burke, Principal, Mutiny Events

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

Sandy Gibson Quigley opened the meeting at 5:32 p.m. and welcomed everyone.

**Approval of May 31 Minutes**

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|  **Motion:** | To approve the Minutes for the May 31st STA Meeting. |
|  | BY P Champagne SECOND: J Bell |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, McConnon, Champagne |
| **Outcome:** | Approved 4-0 |

**STA Grant Applicant:**

**Tropical Dreams Music Festival**

Shane Burke, Principal with Mutiny Events visited with the STA to seek grant assistance in presenting a weekend long musical event that will attract approximately 1000 attendees, musicians and staff. Most of these attendees will be lodging locally. Shane requested $4,000 to underwrite an ad campaign of print and digital messaging. Shane’s formal application detailed very specific economic spending that is a product of this show. Shane reviewed his professional background in managing musical events in New York State.

Shane also discussed that he was in the planning stages for Summer 2024 event with pre-publicity efforts starting in December 2023.

**Grant Award to Tropical Dreams Show December 8, 9, and 10, 2023**

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|  **Motion:** | To Award $4,000 to Tropical Dreams for promotional advertising for their December, 2023 Show from Marketing and Advertising FY24 . |
|  | BY J Bell SECOND: P Champagne  |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, McConnon, Champagne |
| **Outcome:** | Approved 4-0 |

**STA Grant Applicant:**

**Sturbridge Annual Textile/Antique Show**

David Brockman, Principal of DB Productions submitted an On Line application for assistance for his“Sturbridge Show” which runs 3 times per year in tandem with the Brimfield Antique Show. David is the new owner of this recurring show which has been operating in Sturbridge for 30 years under different owners. Although David was not able to attend the STA June meeting he will be attending the July 12th meeting. With the fiscal year closing out the STA had general discussion about supporting this long running show and its new owner. There was agreement on offering a grant.

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|  **Motion:** | To grant up to $9000 from Marketing and Advertising FY 23 to support the Sturbridge Textile Show. |
|  | BY J Bell SECOND: A McConnon |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, Salvadore,McConnon  |
| **Outcome:** | Approved 4-0 |

 **STA Grant Applicant**

 **Old Sturbridge Village**

The STA reviewed a grant application from OSV for financial support for advertising for the August 2023 Red Coats and Rebels Event and a new Taste of New England event. There was consensus about providing this grant to support Sturbridge tourism promotion.

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|  **Motion:** | To grant up to $9900 from FY23 Marketing and Advertising Funds to support advertising to promote Red Coats, Rebels and Taste of New England.  |
|  | BY P Champagne SECOND: J Bell |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, Recuse: McConnon  |
| **Outcome:** | Approved 3-0 |

**STA Inter Fund Transfer**

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|  **Motion:** | To transfer $10,000 within the STA Budget from Community Support to Marketing and Advertising  |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell - Recuse: McConnon |
| **Outcome:** | Approved 3-0 |

**Adjournment**

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|  **Motion:** | To Adjourn at 7:30PM  |
|  | BY P Champagne SECOND: J Bell |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, McConnon |
| **Outcome:** | Approved 4-0 |