



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

## Regular Meeting

02 September 2020, 6:30pm

Remote Meeting – Go to Meeting

### **Members Present:**

Brian Amedy, Chair

Tom Chamberland, Vice-Chair

Nick Salvador

Jeff Ardis

Dawn Merriman

### **Staff Present:**

Jeff Bridges, Town Administrator

**Chair Amedy called the meeting to order at 6:30pm.**

**Chair Amedy read the following statement:** \*Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting law, G.L. c. 30A Section 18, and the Governor's March 15, 2020 Order imposing strict limitations on the number people that may gather in one place, this meeting of the Sturbridge Tourist Association will be conducted via remote participation to the greatest extent possible. Specific information and the general guidelines for remote participation can be found on the Town's website at <https://www.sturbridge.gov/town-administrator/pages/how-access-virtual-meeting>. For this meeting, members of the public who wish to listen and or watch the meeting either online via the Town's on demand video broadcast, on cable television on channel 191, or dial into the meeting at 774-304-1455, enter 1428# for the meeting number and 12345 for the access code. (This phone number is only active for the public during public meetings). No in-person attendance of members of the public will be permitted, but every effort will be made to ensure that the public can adequately access the proceedings in real time, via technological means. In the event that we are unable to do so, despite best efforts, we will post of the Town's website an audio or video recording, transcript, or other comprehensive record of the proceedings as soon as possible after the meeting.

**Chair Amedy read through the agenda**

### **Approval of Minutes from 8/5/20 meeting**

**Motion: To approve the minutes of August 5, 2020 as written By: Tom Chamberland**

**2<sup>nd</sup>: Dawn Merriman**

**Roll Call Vote: Brian Amedy: YES, Nick Salvadore: YES, Jeff Ardis: YES, Tom Chamberland: YES, Dawn Merriman: YES**

**Vote: All in Favor (5-0)**

### Approval of Minutes from 8/12/20 meeting

**Motion: To approve the minutes of August 12, 2020 By: Tom Chamberland**

**2<sup>nd</sup>: Nick Salvatore**

**Roll Call Vote: Brian Amedy: YES, Nick Salvatore: YES, Jeff Ardis: YES, Tom Chamberland: YES, Dawn Merriman: YES**

**Vote: All in Favor (5-0)**

### Treasurers Report

Tom Chamberland stated he is trying to keep the report somewhat simple. He put the approved votes that they took at their August 12<sup>th</sup> meeting. He stated he hasn't been to Town Hall to check for any bills, but he will be in soon to check on that.

**Motion: To approve the Treasures Report as written By: Chair Amedy**

**2<sup>nd</sup>: Dawn Merriman**

**Roll Call Vote: Brian Amedy: YES, Nick Salvatore: YES, Jeff Ardis: YES, Tom Chamberland: YES, Dawn Merriman: YES**

**Vote: All in Favor (5-0)**

### Old Business:

#### Chris Pappas of Open the Door Media - Marketing update

Christina Pappas went over what has been going on stating that she has looked at the drive market, and at the three hour circle around Sturbridge, and who had what to offer in advertising digitally. She informed the committee where the digital ads would be advertised to start. Ms. Pappas presented the committee with the example advertisements that she put together. She stated she has gotten a great response from businesses with pictures, and once the ad is finalized it will be submitted to WCBV for a 15 second commercial. Tom Chamberland mentioned he will be sending her some pictures of the Trails to add to her collection.

The committee discussed events in Town that likely are not going to happen this year due to COVID-19, but they brainstormed events that may take place as opportunities to get some good photos for the advertisements.

Chair Amedy mentioned that now this is in the hands of Ms. Pappas and Jeff Bridges, and he stated that is she needs anything to reach out at any time.

#### OSV Banner Proposal Update

Chair Amedy updated the committee saying right now the banner proposal is on hold with them but that Chris Teary got a hold of Verizon and Verizon stated they need all approval from the Town, the banner design, and locations of the banners, before they come to the Sturbridge Tourist Association for money. Chair Amedy stated he doesn't know when they plan on doing that, so right now it is something they don't have to worry about.

### Website discussion- ongoing

Jeff Bridges stated that there has been a separate page on the Town's website created, aside from the Sturbridge Tourist Association page since that gears more towards businesses. The new page that has been created is more of a marketing community attraction page until they get something more developed down the road. He stated that Ms. Pappas has access to it and can update it as needed.

### New Business:

#### Tourism Update

Chair Amedy mentioned the new building that has started being built on Main Street. He also stated that he hopes things will turn around quickly for the attractions such as the Old Sturbridge Village after the pandemic.

Tom Chamberland mentioned that Rapsallion is moving their brewing operation to Spencer.

Chair Amedy stated that there was an email from Dave Senoia who does sales for the visitor guide for Discover Central Mass. He reached out to see if Sturbridge wanted to do a half or full page add. Chair Amedy stated they don't have an agreement any more. He said he doesn't know many details but they did advertise there last year, but he didn't think it would be too beneficial this year. Dawn Merriman stated that working with Christina Pappas, if posting in Discover Central Mass would be beneficial, it would have been one of the publications she would have suggested. The committee agreed that it wouldn't be a good investment this year.

#### Next Meeting Date

Chair Amedy stated they don't have much on the horizon, so he doesn't think they need another meeting this month. The committee decided to meet next on October 14, 2020 at 6:30pm.

### Adjourn

**Motion: To adjourn at 7:42pm By: Jeff Ardis**

**2<sup>nd</sup>: Dawn Merriman**

**Roll Call Vote: Brian Amedy: YES, Nick Salvadore: YES, Jeff Ardis: YES, Tom Chamberland: YES, Dawn Merriman: YES**

**Vote: All in Favor (5-0)**

**Adjourned at 7:42pm**

**Minutes Prepared By: Andrea Mensen**