

Sturbridge Tourist Association

Meeting Minutes 2/18/16

In attendance: Brian Amedy (BA), Chair, Tom Chamberland (TC) Treasurer, Sandra-Gibson Quigley(SGQ), Planning Board Liason, and Kristie Galonek, Secretary (KG), Priscilla Gimmas (PG) BOS Liaison and Jim Leaming(JL)

Call to meeting 6:31PM

1/21 meeting minutes

JL and PG abstain

TC made motion to approve BA 2nd all in favor 4-0

TC treasurers report as of 2/2/16. TC got final bills for Harvest Festival, bills were paid and any remaining balance was rolled back into remaining available. Approx \$1,000 will roll into special events and marketing and advertising. Only outstanding bill is to Idea Agency for training for Word Press. TC to update notes for total committed amount for advertising & marketing.

Signage of Titanic Rail Trail requesting if town can purchase 9" x 12" signs. Concerns discussed regarding sign clutter and Sturbridge funding signs being placed in other towns. (Brimfield and Southbridge) JL motion to approve half of proposal in the amount not to exceed \$500. SGQ 2nd with request to speak with planner and BA proposed signs to be placed only in Sturbridge. Funds will come out of Community Support. TC abstained approved 5-0

20th anniversary of Sturbridge Historical Society Reenactment of a day in April in June on Town Common. BA requested a flyer to distribute in hotels. JA suggested to post on website. TC proposed to offer an extra \$100 for PR. BA made motion to approve \$600 to come out of Community Support PG 2nd 4-0 all in favor SGQ and TC abstain.

STA FY17 Budget – Discussion about reducing budget for Welcome Information/Tourist Center and Restrooms being removed. Leon suggested we keep other categories at level funding. SGQ to wordsmith budget category definitions and submit within a week. General proposals lock in funding amounts; determining how to allocate funds. TC made a motion to combine special events and community support. All in favor 6-0. BA mentioned the possibility of Kiosks in place of the Information Center. Define advertising more specifically than Special events and Community support. Favor towards option 1 : Restrooms \$5,000 Welcome Center \$8,000 Advertising \$76,000 + Community Support & Events \$30,000 Econ Develop/Tourist Cord \$32,782= \$151,782 BA SGQ made motion Brian 2nd all in favor 6-0

PG discuss economic development person and supporting 3 members; SGA suggests 5 members and thinks 3 is too few.

Idea agency develops ads for use in various publications to promote Sturbridge. TC proposing 3 seasonal print ads be created for this use. STA purchases a number of hi res images used by chamber to include in creative design. May open up and ask local business community to submit photos to be used. Village,

trails, lakes, shopping, antiques, etc. Funds not available in budget, TC will go back to Idea Agency to see if they can requote proposal to fit budget.

KG excused herself at 8pm, BA took remainder of minutes

TC updated the group on the proposed Tourism Trail Booklet Phase 2. The cost quote from Universal Tag for 5000 copies would be \$12549.54. Phase 1 for \$3200 was set aside in the FY 16 budget. Phase #2 could possibly be funded from FY 17 however discussions are still going on with the Town Administrator for additional funding opportunities rather than all from STA funds. Further discussions will occur.

Next STA meeting will be Thursday March 24th at 6:30pm.

8:15pm JL made motion to adjourn, PG 2nd vote 5-0 to adjourn.