

Sturbridge Tourist Association

Meeting Minutes 3/24/16

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)

Guests: Leon Gaumond (LG), Marita Tasse (MT)

Call to meeting 6:32PM

2/18 meeting minutes ; TC made motion to approve BA 2nd all in favor 4-0

TC treasurers report as of 3/16/16 Committed to a lot of money that has not yet been spent as we approach fiscal year. BA to follow up with Bob Datz. \$10,114.81 remaining.

Sturbridge Conservation and Lake association – Marita Tasse \$435 for 1,000 reprint as necessary. To be distributed to all lake residents. TC made motion to print 1,000 copies of brochure BA 2nd all in favor 4-0

Budget Category Definitions – Remove word town from “Community Support” regarding Town trails. Leon added economic development/tourism development. JL made motion to approve definitions BA 2nd all in favor 4-0.

Website updates JL updated content with Pintastic. TC documented username and password and inquired about Town policy for website and who maintains passwords. We will keep passwords in safe with town administrator. KG to update site with GeoFest information and other upcoming events. LG sent Restaurant Week info to KG for posting. TC will send STA e-mail password to Wordpress users to publish.

Tourism Booklet – requesting 5,000 copies 20 pages \$12,549.54 for FY 2017. Discussion about the adjusting the quantity and relying on QR codes for additional exposure. BA made motion to set aside \$5,000 for open space trail guide coming out the FY17 budget pending approval at annual town meeting. KG 2nd LG designated an additional \$5,000 towards the project. TC will see how many can be printed with \$10,000 budget. 4-0 all in favor.

STA Summer print ad -highlighting seasonal tourism activities in Sturbridge. Idea agency proposed funds for 1 digital ad for \$2,200. JL made motion to approve \$2,200 proposal BA 2nd all in favor 4-0

BA spoke about representing Sturbridge in community reducing costs for Sturbridge to pay lower prices for Worcester Local events. April 7th all local area chambers will attend a business event. LG discusses the need for our organization needs to step up in making calls to legislation for additional funds. We are getting less money than Mohawk trail and need to leverage our spend on events and put a process in place to redirect fund requests to other fund allocators to reduce STA spend. LG proposes the idea to

put aside a designated amount to allocate and match funds with the state. Up for additional discussion.
LG offered to have legislators, selectman, STA, planning board for Union 61 to discuss negotiations.

Next meeting April 14, 2016 6:30PM

Meeting adjourned 7:42PM