



Town of Sturbridge

STURBRIDGE TOURIST ASSOCIATION

MINUTES

WEDNESDAY, NOVEMBER 16, 2016 – 6:30 P.M.

REGULAR MEETING

TOWN HALL, 2ND FLOOR CONFERENCE ROOM

MEMBERS PRESENT: BRIAN AMEDY (BA); TOM CHAMBERLAND (TC); KRISTIE GALONEK (KG); JIM LEAMING (JL); SANDRA GIBSON QUIGLEY (SGQ)

STAFF PRESENT: KEVIN FILCHAK (KF)

1. Call to Order: BA called the meeting to order at 6:32 p.m.
2. Approval of Minutes – **SGQ MOVED AND BA SECONDED THE MOTION TO APPROVE THE MINUTES.** KG noted an error in the spelling of her name, noting the spelling should be “Galonek.” There was a discussion on how the STA would like minutes to be taken for future meetings. **SGQ MOVED AND BA SECONDED THE MOTION TO APPROVE THE MINUTES. BA, SGQ AND JL VOTED IN FAVOR. KG AND TC ABSTAINED** as they were not present at the previous meeting.
3. Treasurers Report – KF provided update on STA budget noting there were few bills submitted in October with the exception of restrooms, payroll and the bill for the Summer Ad. KF stated that the Idea Agency bill for the Summer Advert was submitted in October but had been paid in early November. KF also noted that all bills for the Information Center and Restrooms had been transferred to OSV. BA asked about the Restroom and Information line items, noting that those are listed in the Sturbridge Bylaws and may require Town Meeting to amend and reallocate those funds. There was general discussion on current use of restroom facilities. KF said he would look at the bylaws and follow up with STA on restrooms.
4. Economic Development / Tourism Coordinator (EDTC) Report – KF provided a general update on EDTC activities including the monthly newsletter, social media policy and Sturbridge Business Tours. There was interest in notifying STA of these business tours; KF will notify STA of any tours in advance. The STA discussed and provided other possible organization and businesses that could be included in the monthly newsletter. KF detailed other projects including the permitting guidebook, business welcome kit, business preparedness efforts, TIF projects and various meetings. BA asked about the status of the Trolley Study. KF informed the committee that the consultants had provided their initial findings and that a final report was forthcoming. Finally KF asked STA to approve the Application for Event / Non-Event funding documents included in the packet. **SGQ MOVED TO APPROVE THE APPLICATIONS WITH THE ABILITY FOR THE STA TO EDIT DOCUMENT AS NEEDED; BA SECONDED THE MOTION. 5-0 APPROVED.** TC raised the question of how best to credit the STA on products that its funds. Different options were discussed including updating the graphics or creating a new logo.

5. Old Business

- A. Trail Guide – TC explained the history of the guidebook and told how the 28 page guide would be used for tourism promotion as well. 1500 books are to be printed. TC presented 3 quotes (see attached) for the STA to review. TC recommended Roberts & Sons Printing in Palmer be the vendor used. **JL MOVED THAT THE STA APPROVE \$5,000 FOR ROBERTS & SONS PRINTING TO PRODUCE 1500 TRAIL GUIDES; KG SECONDED. 5-0 APPROVED.** STA discussed possible distribution methods for the booklets.
- B. Brochure Rack – BA explained that a Brochure Rack purchased by the STA to be housed at the Chamber of Commerce was now available due to the Chamber's recent move. KF said until a permanent location is determined it will be at the Center Office Building.
- C. Winter Ad – KF presented Idea Agency's proposed quote for an STA Winter Ad as had been requested at a previous meeting. **KG MOVED THAT THE STA APPROVE UP TO \$2,200.00 TO PURCHASE A WINTER AD FROM IDEA AGENCY FROM THE MARKETING AND ADVERTISING LINE ITEM; TC SECONDED. 5-0 APPROVED.**

6. New Business

- A. Recreation Committee – KF informed STA Lynne Girouard was unable to attend that evening but would like to meet with the STA following the holidays.
 - B. STA Collaboration Discussion – The STA had a general discussion on different ways in which it could collaborate with businesses and encourage more programming in Town. Encouraging universal themes or designs to be presented by businesses during specific times of the year or partnering with Betterment Committee were discussed. The STA also talked about possibly sponsoring, rewarding or otherwise recognizing businesses who participate in these themed events.
 - C. STA Budget – Information Center / Route 20 Restrooms – STA discussed under Agenda Item 3.
 - D. The Last Green Valley (TLGV) Renewal – TC explained that this was the second year the STA would be participating in TLGV Explore Guide. TC explained renewal fees, categories Sturbridge could choose to include and pricing. There was general discussion on which categories to include. The STA decided on adding the following categories: Bicycling/Mountain Biking, Boating/Fishing, Disc Golf, Hiking/Walking/Strolling Trails, Letterboxing/Geocaching and Theaters/Entertainment. **TC MOVED TO APPROPRIATE UP TO \$600 TO PARTICIPATE IN TLGV EXPLORE GUIDE FROM THE MARKETING AND ADVERTISING LINE ITEM; JL SECONDED. 5-0 APPROVED.**
7. Adjourn – It was decided that no December meeting would be held. Next meeting is tentatively scheduled for either January 25th or January 26th 2017. **TC MOVED AND JL SECONDED TO ADJOURN MEETING AT 7:50 P.M. 5-0 APPROVED.**