



Town of Sturbridge

Sturbridge Tourist Association

STA MINUTES

Wednesday, 14 June, 2017 – 6:30 p.m.

Center Office Building, 301 Main Street, 2nd Floor Meeting Room

STA Members	Brian Amedy (BA), Chair; Tom Chamberland (TC); Sandra Gibson-Quigley (SGQ); Kristie Galonek (KG)
STA Absent	Jim Leaming
Town Staff	Kevin Filchak (KF), Economic Development & Tourism Coordinator
Guests	Annie Roscioli (AR); Jon Cook (JC); Suzanne Cook (SC); Alix McNitt (AM)

Call to Order: BA called the meeting to order at 6:30 p.m.

Approval of Previous Minutes – 3 May 2017: SGQ noted that, “Doug Gibson-Quigley” should be changed to “Doug Quigley.” KF noted edit. **TC MOVED to accept the minutes with the noted change, SGQ seconded. APPROVED (4-0).**

Treasurer’s Report: KF gave update on funds. SGQ asked about the information center account. TC asked about remaining spending for fiscal year. **TC MOVED to accept the Treasurer’s Report, BA seconded. APPROVED (4-0).**

Old Business: None.

New Business:

Funding Request – Sturbridge Recreation Committee, Concerts on the Commons: AR speaking for the request. AR initially requested funding for two concerts in FY 2018, she asked to amend the request to include one more concert in June 2018 as well. AR said the funds requested are for \$700 and \$600 for July 2017 concerts and \$700 for June 2018 concert. The total request is \$2,000. BA asked about sponsorship for the concerts. AR discussed the sponsorship changes for the current year and noted the increase in new sponsorship. BA asked about posters. AR said that 300 magnets and 500 flyers would be produced showing a line item list of who’s sponsoring the concert. Additionally AR stated that signs on the Commons will show who’s sponsoring the concert in question. TC asked if the STA can post these on the Event Newsletter. SGQ asked what groups the STA was sponsoring. KG asked if she should abstain from the vote, BA recommended she should. **TC MOVED to allocate \$2,000 to support the parks and recreation concert series out of Community Support, SGA seconded. APPROVED (3-0-1). KG abstained.**

Funding Request – Homefield Brewing: JC and SC speaking for the request. JC said the event would take place on August 26th and would showcase the talent in the area, specifically featuring the Jazz genre. JC cited that the 26th is an in-between weekend for events. He explained that he would like to use the Senior Center for the event, have a few tents on the front lawn for seating, the band and the sound engineer. He spoke with the Sturbridge Police Department and will have three officers for a police detail. JC said that he still needs to speak with the Pastor at St. Anne's church regarding the use of their cemetery for parking. General discussion on parking and other possible locations, discussion included talking on other possible location throughout the Fiskdale area. SGQ asked about signage for the parking. KG asked about possible shuttle services to and from Rapsallion Brewery as a possible alternative location. General discussion on shuttle services. AM asked about locating the event at the Town Commons. JC stated that he wanted to keep it as a pilot event for the Fiskdale area. Continued discussion on parking and various suggestions were provided. JC discussed how this had been the first year in business for Homefield Brewing and that this would also be the first year for the event. SC discussed other Town's models for community events. JC noted that most neighboring businesses are amenable to this event. TC asked about advertising. JC discussed advertising and locations. TC asked about the budget and the changes from the initial application to the revised one (see attached). JC talked about donating revenues from glassware to the Friends of the Senior Center and went through the budget. General discussion on the approval motion. TC discussed possibly sponsoring shuttles. **TC MOVED to approve and allocate \$5,400 from FY 2018 Marketing and Advertising line item and \$6,000 from FY 2018 Community Support line item for Jazzfest conditional upon receipt of approvals from the Board of Selectmen, Board of Health and the Chief of Police. KG seconded. APPROVED (4-0).**

Review of Central Mass South Chamber of Commerce March Funding Request: AM speaking for the Chamber. KF explained why this was on the agenda and provided some background. TC discussed the funding policy. KF updated STA on meeting with Chamber to discuss the challenges with the March funding. AM discussed the various advertising models used and discussed the solutions that were discussed by KF and AM. AM noted the corrections and spoke about challenges with small online adverts. TC asked about the Sturbridge Townships website and whether the STA could be recognized on it. AM discussed challenges with the site, citing it may not be possible to do so. KG discussed promotion through social media. General discussion of the STA logo and further discussion on social media. TC asked to have AM bring updates back to the committee. AM talked about moving forward and checking adverts with KF prior to publication to ensure all requirements are met.

Funding Request – Central Mass South Chamber of Commerce, Harvest Festival, GeoFest & FY 2018 Marketing: AM speaking for all of the below requests.

Harvest Festival: AM said that the festival is virtually the same as last year. She stated that the Chamber will use the food trucks again. BA asked if booths are open to restaurants. AM stated booths were open to them last year. AM discussed challenges with the Publick House and construction but that many events would continue. Publick

House is sending vendors to the Chamber, AM referenced the trackless train. TC asked if STA sponsorship of this event is reflected in the budget. AM said no, explained that it is listed under expenses. SGQ asked about the balance of income to expenses as it related to the STA funding. AM explained that the Chamber would make a profit from this event. TC asked for a breakdown of what the STA cover's with the presentation. General discussion on the income and expense related to what the STA covers. SGQ discussed need to highlight profit line in budget request. General discussion on STA's stance regarding organization making profit from STA sponsored events. TC discussed the community value of the Festival. AM discussed the importance of this event as a fundraiser. TC raised lack of recognition for the STA in Chamber's Annual Report, AM said that the issue will be resolved next year. **TC MOVED to support and approve \$4,450 from Community Support and \$3,300 from Marketing for a total of \$7,750 out of FY 2018 Budget for the 28th Annual Harvest Festival as presented by the Chamber. BA seconded. APPROVED (4-0).**

GeoFest 2018: AM discussed using money from Discretionary Funds to purchase advert in First Find. AM stated that the application is the same as last year, discussing how spending covers both GeoFest 2017 but also 2018. Discussion on categorization of expenses. SGQ asked about warrior packages in budget. AM explained the package system stating that there is no cost for admission to the event. AM discussed schedule changes. TC asked about reflecting STA contributions in the budget line item. TC asked about swag items, AM explained. **TC MOVED to approve \$870 from Marketing and \$1710 from Community Support from FY 2018 for the GeoFest. BA seconded. APPROVED (4-0).**

FY 2018 Marketing: BA asked AM to go through each item. AM discussed Discover New England's silver package, meant to attract casual travelers from European and Japanese markets. BA asked if there was a way to measure the impact of this. AM said it's difficult to know. Discussion on group tour business. AM stated that information is currently not being distributed to Chamber's database. Discussion on Discover New England cost vs. Chamber request. AM discussed the Journal of Antiques and Collectibles, stated that changes will need to be made to highlight STA contributions. AM reviewed fulfillment and the "800" line, explaining that the phone is answered as the Sturbridge Townships. KF asked for average number of calls. AM says on average twenty per week but that it increases depending on the upcoming events. TC asked if a log seeing where fulfillment's are sent via zip code could be kept, AM said she could establish a log. AM discussed Albany Times Union and Hartford Courant stating that both have unique ways to access people. She referenced early results of surveys and that the funding would run through September. AM concluded discussing Discretionary Funds. TC asked how this would affect FY 2018 total. KF noted it would allocate two-thirds of the budget. BA suggested splitting the fall and spring allocations. SGQ asked about total FY 2017 funds returning to general fund, KF provided estimate. General discussion on waiting to spend and how much would be approved. Discussion on fall funding. BA asked about benefits of

discretionary funding. TC MOVED to support and approve from the FY 2018 Marketing line item \$1,000 for Discover New England, \$1,800 for Journal of Antiques and Collectibles, \$720 for Tourism "800" line and fulfillment, \$15,000 for Hartford Courant (July – September), \$18,000 for Albany Times Union (July – September), and \$2,000 in discretionary funds as requested by the Chamber but modified to cover July – September for a total of \$38,520. SGQ seconded. APPROVED (4-0).

Funding Request – Town of Sturbridge, STR, Inc.: KF provided background on STR and talked about the benefits of the data that would be available. SGQ asked how the data would be used by the Town. General discussion on how the Town could use the data. TC asked if the Town could get the data for the first quarter of FY 2017. General discussion of which fiscal year to allocate funds from. TC MOVED to allocate \$1975 out of FY2017 Community Support funds with the ability for additional funds going back to April 1st; if no then starting July 1st out of FY2018, SGQ seconded. APPROVED (4-0).

Funding Request – Worcester Chamber of Commerce, Map: KF explained the Chamber map and the Town's ability to purchase ad space in the map. TC asked for a copy of the map to review for possible purchase next year. No action taken at this time.

Discussion on New STA Logo: KF explained the need to have a high definition logo available for the STA to use in marketing. TC suggested encumbering \$7,000 out of marketing to create said logo. KF suggested \$5,000. SGQ MOVED to allocate \$5,000 and encumber \$5,000 to design and develop an STA logo, TC seconded. APPROVED (4-0).

Economic Development and Tourism Coordinator Update: KF provided extensive update. General discussion on update. TC noted that the Trails Committee is seeking community assistance for the Grand Trunk Trail. Discussion on Visitor Guides.

Adjourn: Next meeting set for July 12th. TC MOVED and SGQ seconded to adjourn the meeting. APPROVED (4-0). Meeting adjourned at 9:20.