



# Town of Sturbridge

Sturbridge Tourist Association

## STA MINUTES

**Wednesday, 12 July, 2017 – 6:30 p.m.**

**Center Office Building, 301 Main Street, 2<sup>nd</sup> Floor Meeting Room**

<b>STA Members</b>	Brian Amedy (BA), Chair; Tom Chamberland (TC); Sandra Gibson-Quigley (SGQ); Kristie Galonek (KG) [arrived at 6:36]; Jim Leaming (JL)
<b>Town Staff</b>	Kevin Filchak (KF), Economic Development & Tourism Coordinator
<b>Guests</b>	Katie Rozenas (KR)

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

Approval of Previous Minutes – 14 June 2017: TC noted a clarification that under the EDTC Update, the Trails Committee was not seeking “funding” but rather was seeking “Community Assistance.” KF noted the change. **SGQ MOVED to accept the meeting minutes with the noted correction. TC seconded. Approved (3-0-1) (JL abstained as he was absent from the June meeting).**

Treasurer’s Report: KF provided an update on the FY 2017. BA recommended the STA considers reviewing the budget at the end of the fiscal year to see where else unused funds could be allocated. General discussion on encumbering funds. SGQ asked about setting up deadlines for applications, leading to general discussion on the upcoming fiscal year. **TC MOVED that the STA accept the figures for FY 2017 and close the books. BA seconded. Approved (5-0).** KF provided update on FY 2018. Discussion on Pintastic event and other possible FY 2018 events. Discussion on the format of the budget.

Discover Central Massachusetts (DCM) Presentation – Katie Rozenas, Regional Marketing Coordinator: KR provided introduction and explanation of what and how DCM operates. Explained the organization is membership based with 35 members cities and towns; KR noted her goal to expand Sturbridge’s membership list. KR showed the DCM website and noted how they will list businesses even if they are not a member, but only members receive a dedicated landing page. KR explained the calendar and how it is helpful to DCM to be notified of events. SGQ asked about membership costs. KR explained that DCM is a dynamic organization to help promote events to the region. General discussion on costs that included talk of subsidizing membership fees for Sturbridge businesses. TC asked about geographic region of DCM. KR detailed the tourism councils in the State, but explained how DCM outreaches to people outside of their region, noting that they have 20,000 persons on their email list serve. General discussion. TC asked if municipality could become a member. KR said that it would be possible for a fee of \$100.00. General discussion of how to promote the Town. BA discussed ways to subsidize database, KG asked about

sending postcards to promote DCM to the local businesses, leading to discussion on this point. KG asked about a possible Sturbridge Spotlight. Discussion on the region. TC asked about how the Town could promote DCM. KF asked if inviting DCM on business tours would be useful, KR said it would. TC asked what category the STA would be listed under if it became a member, KR said that it would be listed as an industry partner. General discussion on this point. TC discussed funding. KR discussed membership and writing articles for members. KR said that she would speak with the President of DCM to talk about ensuring the STA was properly categorized in the website.

Nomination of STA Chair and Co-Chair: BA noted his professional plans and suggested that the STA consider establishing a new chair and co-chair. TC noted the value of reorganizing every few years and suggested that it be added as an agenda item for the August meeting.

Special Events Committee Update: KF provided brief update on the Special Events Committee. KG asked about the hours for the committee, noting that they currently appear to be for daytime hours. KF said he would confirm with the Town Administrator as to when those times would be.

Website Preview: KF gave a tour of the new Town Website, highlighting the various STA, Business and Visitor webpages. KF also provided a demonstration of the new Site Finder and Business Directory for the Town.

Economic Development and Tourism Coordinator Update: KF provided update on various projects throughout the month of June that included the Sturbridge Business Breakfast, Hotel Data, business classes, updating on the STA logo, Optim, LLC. Tour dates, and providing an update on Jazzfest.

Old Business: None.

New Business:

BA mentioned the "Welcome to Sturbridge" sign at the entrance to the Commercial Tourist District. Discussion on action steps moving forward. It was discussed that KF should speak with Jean Bubon, Town Planner, to discuss the Site Plan for the parcel and to check on the wayfinding signage.

TC asked if it would be possible to meet with the Host and OSV and discuss different ways in which the STA could support them. General discussion on this.

TC asked about Discover Central MA's fall and winter adverts. BA asked that we add it to the agenda and that we get access to the photos from the Chamber of Commerce.

Adjourn: Next meeting set for August 9<sup>th</sup>. **TC MOVED and SGQ seconded to adjourn the meeting. APPROVED (5-0).** Meeting adjourned at 8:26.