



Town of Sturbridge

Sturbridge Tourist Association

STA MINUTES

Wednesday, 13 September, 2017 – 6:30 p.m.

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

<i>STA Members</i>	Brian Amedy (BA), Chair; Tom Chamberland (TC); Kristie Galonek (KG) [arrived 6:40] ; Jim Leaming (JL)
<i>STA Members Absent</i>	Sandra Gibson-Quigley (SGQ)
<i>Town Staff</i>	Kevin Filchak (KF), Economic Development & Tourism Coordinator
<i>Guests</i>	Barbara Search (BS); Gabe D'Annunzio (GD)

Call to Order: BA called the meeting to order at 6:34

Approval of Previous Minutes – 9 August 2017: TC MOVED and JL seconded to approve the minutes as presented. Approved (3-0).

Treasurer's Report: KF provided update for the month of August and discussed the new percentages added to the budget report. **TC MOVED and BA seconded to approve the report as presented. APPROVED.**

Funding Application Request: Sturbridge Historic Commission, Barbara Search: BS explained how this was an almost identical request to what the Historic Commission had requested in the past. BA asked if there were any errors in the initial printing, BS said that there had been omissions but they were fixed. TC asked if the STA was properly credited in the printing, BS confirmed that they were. **TC MOVED and JL seconded to approve the funding for the Sturbridge Commons Guide. APPROVED.**

Funding Request: Pintastic, Gabe D'Annunzio: BA asked about the 2017 Pintastic budget and asked for specific clarification on the items listed in the budget as, "500/product" items. GD explained that they are donations of \$500 worth of gift cards, products and items. TC asked if this is for swag bags. GD said these funds are provided to the owners of the pinball games. BA asked about the tracking of these financials. GD said items are not tracked as they are donations/incentives for the owners of the game machines. Discussion on reporting of taxes. BA asked about the sponsorship of the STA and why only \$10,500 was listed and \$5,730 was omitted. GD said it was an error and that it needed to be added in. General discussion on need for further financial reporting. TC asked how rates for the show were determined. GD said that it is based off of similar shows throughout the country. Discussion on ticket sales followed by a general discussion on budget.

GD showed a video presentation: <https://m.youtube.com/watch?v=K7-L1VWKmu0> and provided STA with posters and postcards. GD stated his goal is to grow the show and benefit Sturbridge, noting that he had signed a contract with the Host to keep the show here for next two (2) years. GD noted that the event was a week earlier this year. TC asked if there will be any conflicts with fiscal years and GD said no, all STA sponsored items would be in the current fiscal year. Discussion about the volunteers for Pintastic. TC asked about advanced ticket sales and if data was available on those. GD said there were advanced sales and that most came from the New York, Pennsylvania and the New England regions. GD said that he estimates that the show is the 7th or 8th biggest pinball show out of the 20 or so that occur and that what sets them apart is that they cater to families. TC asked if the STA could have a table at the show, GD said yes. General discussion on marketing the show. TC discussed the fiscal years and how Pintastic 2017 and 2018 fell in same fiscal year. KG asked about radio station sponsorship. General discussion on radio advertisements and other advertising mediums. The STA discussed the vote. JL asked if the vote could occur in October. GD said yes and asked for clarification on next request. BA explained the need for breakdown of expenditures and income for the 2017 Budget. General discussion on sponsorship funding and special events committee. KF confirmed he will help GD collect and provide the correct information. **BA MOVED and TC seconded to table the Pintastic funding request until better financial information is provided. APPROVED.**

Funding Request – Putnam Traveler: KF explained that the approval for the fall advertising needed to be reauthorized as it was done so in the previous fiscal year. **TC MOVED and BA seconded to approve \$260 from the marketing line item to purchase a 1/6 page ad in the fall Putnam Traveler.**

Economic Development and Tourism Coordinator Update: KF provided a detailed update for the month of August. KF discussed his meetings with his counterpart in Southbridge and a possible joint meeting between the two communities. General discussion on program and the inclusion of other communities. KF talked about the Town's look into developing a makerspace. TC asked what is the return on investment for a successful makerspace, KF provided explanation and a general discussion followed.

Old Business

Review of Proposed STA Logo from Idea Agency: KF showed the new design proposed by Idea Agency. General discussion on color and format, TC asked if the vertical ad could condense the text underneath the image and KF said he would look into it. General discussion. **TC MOVED and KG seconded to adopt the red color and design for the new STA logo. APPROVED.**

Worcester Magazine: Discussion on fall adverts. KG asked if the initial amount quoted would change and KF agreed that it would. TC and KG discussed altering the adverts and changing the start dates for the ads. General discussion on the adverts. **TC MOVED and BA seconded to appropriate the funds for quarter page adverts at \$5,780 or less (dependent upon timeframe), highlighting calendar events through the season. APPROVED. TC MOVED and BA seconded that he be authorized to work with KF to complete adverts. APPROVED.** General discussion regarding holding off on other applications from Worcester Magazine initially proposed at August 2017 STA meeting.

Nomination of STA Chair and Co-Chair: TC suggested the STA should wait till the full board was present to vote. Discussion tabled until October 25th.

New Business:

Regional Brewery Map: BA explained that with all the new breweries in Town and in the surrounding communities, it might be good for the STA to help develop a map to the local breweries in the area. The STA expressed general interest in the idea.

Parking Discussion: TC raised the discussion topic of parking in the commercial tourist district. **TC MOVED to send a note to the Town Administrator indicating that the Town should acquire the properties located at 501 and 505 Main Street for a municipal parking lot.** General discussion on how to draft the letter. **BA seconded. APPROVED.**

Adjourn: Next meeting set for October 25th. **BA moved, and JL seconded to adjourn the meeting at 8:10. APPROVED.**