



Town of Sturbridge

Sturbridge Tourist Association

STA MINUTES

Wednesday, 9 August, 2017 – 6:30 p.m.

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

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| STA Members | Brian Amedy (BA), Chair; Tom Chamberland (TC); Kristie Galonek (KG) [left at 7:20]; Jim Leaming (JL) |
| STA Members Absent | Sandra Gibson-Quigley (SGQ) |
| Town Staff | Kevin Filchak (KF), Economic Development & Tourism Coordinator |
| Guests | Alix McNitt (AM); Kathy Real-Benoit (KRB) |

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

Approval of Previous Minutes – 12 July 2017: TC MOVED and KG seconded to approve the minutes as presented. Approved (4-0).

Treasurer's Report: KF provided update on closeout of FY 2017 and for the month of July. TC asked if there was a way to monitor how much the STA was spending to ensure that the full percentage of allocated funds are spent. KF said that such a chart could be created. **TC MOVED and BA seconded to approve the report. Approved (4-0).**

Funding Application Request: Worcester Magazine, Kathy Real Benoit: KRB explained each of her five separate applications. She first detailed the fall campaign which would include either a ½ or ¼ page advert in the fall edition of the Worcester Magazine. She also described the demographics of the readership. BA asked how often these are published. KRB clarified that these are weekly publications. KRB then described the second application for a supplement in their Krave edition, and described the purpose and goals of the publication. TC asked how restaurants are recruited to advertise in the magazine. KRB explained that there is a sales representative who solicits interested restaurants. TC asked how many were from Sturbridge, KRB said no Sturbridge restaurants were included in last year's magazine. TC asked about the deadline for publication. KRB said that information needs to be in at least three weeks prior to publication. KRB then moved onto her third application for the Holiday Guide, noting its similarities to Krave except that this also contains editorial content, information on local vendors and guides to holiday events. KRB then moved onto the Digital campaign advertisements application. Worcester Magazine has the capacity to target ads to meet certain demographics, ideas and interests. KRB explained the breakdown of costs. KG asked if the STA could purchase a smaller amount than the 150,000 proposed and

KRB said yes. KG asked when the STA would have to make a decision on this KRB said the time frame was negotiable. Finally KRB discussed the Town Issue. She said that Worcester Magazine has now focused issues dedicated to certain Towns. From an editorial perspective, they focus on different areas of central Massachusetts. In September they will have Sturbridge, Charlton, and Southbridge. These issues are done to try and get people interested in the area. BA confirmed the costs of the adverts. TC asked if the costs cover just the ads or the design. KRB said that this would include the design, or the STA could submit their own. Proofs will be approved in advance.

TC said that he would like to review these applications for next meeting. JL expressed concern that no Sturbridge business was included in the Krave publication. Discussion on winter advertising season. BA asked why Sturbridge was not included in Krave. KRB noted that Worcester is the core of their distribution but that their readership lives outside the city. KRB talked about campaigns and messaging. KG talked about marketing the STA tagline to help encourage people to come to Sturbridge. KG agreed with TC to take time to review these applications, but asked which was the most time sensitive. KRB noted that would be the Town Issue. TC supported the idea of the Sturbridge magazine but expressed concerns over other adverts and asked for time to consider. BA concurred and suggested it should be revisited as a topic. TC suggested discussing this at the business breakfast as well. BA noted the advantages of the digital ad, but again noted challenged with timing. **TC MOVED to approve \$880 out of marketing to purchase a full page color ad for September 28th edition using the fall themed ad. KG seconded APPROVED (4-0).**

Discussion of Travel Show with Alix McNitt, President of Chamber of Commerce: KF gave an overview of why the Town is looking to become more involved in Trade Shows. AM talked about various trade shows. She referenced the Daytrips and Destination show in Hartford in October 2017. Due to the Chamber's purchase of ads in the Hartford Courant, they are provided a free booth at this year's event. AM said due to the timing of the event with the Harvest Festival it would be difficult to get volunteers, but she offered it to the STA to staff the table if they were interested. General discussion about the event and tabling. BA said that this would be a good opportunity to highlight Sturbridge. AM mentioned other opportunities such as working at the Big E. General discussion on STA involvement at the table, including staffing discussions. TC asked about AAA Travel Show. KF said he would work on staffing for the shows.

Discussion on Discover Central Massachusetts (DCM): KF explained the various levels of membership that would be possible with DCM. General discussion on membership fees. **BA MOVED to approve \$100 to become a member of DCM. TC seconded. APPROVED (3-0).**

Review of Proposed STA Logo from Idea Agency: TC noted the lack of the Town seal in the proposed logos. TC asked if the logo could be incorporated in the negative space in the top right hand corner of the proposed space. KF stated he would check with Idea Agency about this.

Nomination of STA Chair and Co-Chair: General discussion. BA volunteered to stay on. TC noted that it was a good idea to have someone working in the tourism industry chairing the committee. **TC MOVED to reappoint BA as chair, and the vote for Vice Chair be held off until we have a full board. JL seconded. APPROVED (3-0).**

Economic Development and Tourism Coordinator Update: KF provided a detailed update for the month of July. KF requested that the STA help to sponsor the September Sturbridge Business Breakfast for a cost of \$500. **BA MOVED and JL seconded to allocate \$500 for catering and other related expenses. Approved (3-0).** KF provided an update on his meeting with the Host Hotel leading to a larger discussion.

Old Business: BA asked about the Sign at the entrance to the Commercial Tourist District. KF said that the sign will be altered with the adoption of the new wayfinding signage.

New Business: None.

Adjourn: Next meeting set for September 13th. **BA moved, and TC seconded to adjourn the meeting at 7:48. Approved (3-0).**