



## Town of Sturbridge

### Sturbridge Tourist Association

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#### Minutes

15 November 2017

308 Main Street, Town Hall

<i>Members Present</i>	Brian Amedy (BA), Chair; Tom Chamberland (TC); Jim Leaming
<i>Members Absent</i>	Kristie Galonek (KG)
<i>Staff Present</i>	Kevin Filchak (KF), Economic Development/Tourism Coordinator
<i>Guests Present</i>	Maxine Carter-Lome (MCL); Kelly Tourtellotte (KT); Alix McNitt (AM) (arrived approx.. 6:45); Selectman Michael Suprenant (left approx. 7:00)

*Call to Order* – BA called the meeting to order 6:30pm. BA noted that KG would be unable to attend that evenings and that Sandra Gibson-Quigley had resigned from the board.

#### *Roll Call*

*Approval of Previous Minutes: 25 October 2017* – TC abstained as he had been absent from previous meeting. *JL MOVED to approve the 25 October 2017 meeting minutes as presented. BA seconded. APPROVED (2-0-1).*

*Treasurers Report* – KF provided monthly update on STA budget. TC asked about the remaining fund balance for the concerts on the commons and KF explained it was for upcoming calendar year. BA suggested making note for that item as it is a common question. *TC MOVED to approve the treasurer's report as presented. BA seconded. APPROVED (3-0).*

#### *New Business*

*Funding Request: Weathervane Enterprises, Inc.* – MCL was present to speak for the application. BA stated that since Weathervane and Global Design Publishing were both here to apply for the same Visitor Guide bid, the STA would hear both applications before deciding. MCL explained her company, their products they currently produce and their commitment to local papers. MCL detailed the printing process, explained that they offered a fixed price to raise money for the project and stated that any funds raised over could be donated to the Town. BA asked how the donations could be done and KF said he would research the question. General discussion of donation requirements. BA asked how ads are solicited. MCL said her staff currently

has existing relations with local businesses so they can utilize those existing contacts. TC asked if it were possible to do a package deal with some of the other publications produced by Weathervane. MCL said no because they are focusing on selling our publication and it might confuse the advertisers. TC asked about distribution costs. MCL said that distribution was not part of the bid. General discussion on distribution. TC discussed the need for the committee to create goals for these guides. BA asked if MCL had received pushback from businesses due to the number of solicitations for advertisements. MCL said that the relationships that they have established help with those discussions, stating that they have now begun to expand as a company. BA asked about the size of the marketing department. MCL said they have 5 marketers and 10 employees total.

*Funding Request: Global Design and Publishing, LLC.*— KT representing. KT provided a draft copy of the contract (see Attachment 1). KT explained that the company has been doing the visitor guides since 2010 and discussed how they have been updated over the years. KT discussed the usual printing of 5000 and the STA's addition last year of 2500 copies. She explained their distribution area in south central Massachusetts and how they do a large distribution in the spring and replenish as needed throughout the year. KT explained how the STA pay's roughly 40% to subsidize the advertising costs with a cap of \$5000, and \$950 for the back cover of the visitor guide. Finally KT said that these subsidies help to get smaller businesses to advertise and that these numbers may be subject to change. BA asked if there had been an increase in advertising over the years. KT said that it fluctuates with some joining and dropping each year. KT noted that non-Sturbridge businesses are included in guide but they do not receive subsidy. She also noted that with or without STA funding they would produce this publication. TC asked about the events page, KT noted it's hard to produce as they publish a year in advance. KF suggested that this could link to the Town's website as that calendar is updated monthly. TC suggested that the STA subsidize up to 50% of advertising costs for first time users of the guide. Discussion on incentives. TC asked about wedding venue in guide, KT said that they do have a page but are will to expand it. TC also raised the possibility of a brewery section. General discussion on ways to improve the guide, including circulation and increasing the purchase to 3000 extra copies.

BA expressed and interest to continue using Global Design Publishing, but noted that MCL's request may be good for other projects the STA has discussed pursuing this fiscal year. TC asked about state procurement laws. *TC MOVED to approve from marketing up to \$5,000 to subsidize adverts for the Sturbridge Visitor Guide, an additional \$950 to purchase a full page back cover advert and up to \$2,000 to purchase an additional 3,000 copies of the Visitor Guide from Global Design and Publishing, LLC and that the STA offer any first time Sturbridge business a first year discount of fifty percent. BA seconded. APPROVED (3-0).* TC discussed including KT at the next business breakfast to help promote this campaign.

*Funding Request: Chamber of Central MA South* – AM representing. AM provided additional finances for the STA's consideration (see Attachment 2). AM explained that the Board of Directors were close to cancelling the event. AM discussed the venue change and the need for

more investment to make the event viable. AM discussed the new venue and the costs for marketing/promoting the event by going through the budget. General discussion on swag items and where participants are coming from. TC asked if change of venue allayed fears of the board. AM said venue change and additional support of the STA makes them more excited. AM discussed plans to include the Boy Scouts in next year's GeoFest. Discussion on 2017 GeoFest. AM discussed the challenge with identifying the residual data from geocachers in general who come after the events. *TC MOVED to approve the Chamber of Commerce's request for \$210 from community support and \$1515 from marketing to support the 2018 GeoFest event. BA seconded. APPROVED (3-0).*

*Funding Request: Sturbridge Southbridge Business Breakfast* – [item discussed after EDTC Update and after Old Business as the STA wanted to discuss the first update item with AM present]. *TC MOVED to spend up to \$300 to support the Sturbridge-Southbridge Business Breakfast. BA seconded. APPROVED (3-0).*

### *Old Business*

*Nomination of STA: Vice-Chair* – [item discussed after EDTC Update as the STA wanted to discuss first update item with AM present]. *BA MOVED to appoint Tom Chamberland as the STA vice Chair. JL seconded. APPROVED.*

*Economic Development and Tourism Coordinator Report* – KF explained evaluation for CCMS and fall campaign. AM said that the Chamber was excited by the results and that the vast majority of their site traffic has been coming from the locations where they are publishing. AM also stated the Chamber has been able to tweak their campaign as they move forward. BA talked about OSV's close on Mondays and Tuesdays this upcoming calendar year. General discussion on the Village and then Route 15. KF discussed other items in update including: the Sturbridge/Southbridge Business Breakfast, the Business Focus Group, the Makerspace survey, the upcoming budget season, the recent resignation of Sandra Gibson-Quigley from the STA, the EDTC change in hours, 501 Main Street and the Town's newsletters. TC discussed betterment and asked if police and fire are aware the Town is looking to host more events. Discussion on betterment committee. The STA discussed the new vacancy on the board. Discussion on promoting events in Town and developing publications for weddings, trails and restaurants. General discussion on getting the Town into more Trail publications.

*Adjourn* – Next meeting set for January 10<sup>th</sup>. *TC MOVED to adjourn the meeting at 8:04. BA seconded. APPROVED (3-0).*



GLOBAL DESIGN & PUBLISHING LLC

*Graphic Design, Marketing &  
Publishing Since 1995*

2018 Sturbridge Area Guide - Produced Annually by  
Global Design & Publishing, LLC (GDP) since 2012

- GDP has been producing the Sturbridge Area Guide for the last five years
- We began the project independently - and then were invited by the Sturbridge Tourism Association (STA) to work in partnership with advertising subsidies & commitment to a full page ad on the back cover
- The Sturbridge Area Guide is updated annually each year in Spring, with new photographs, updated copy and advertising
- Last issue we included a two-page spread trail map at the request of the STA
- GDP has excellent contacts and relationships with local business owners and the guide grows each year
- We print 5,000 guides annually; in 2017 the STA funded an additional 2,500 copies last year for a total of 7,500 guides printed & distributed free throughout the south central Massachusetts area and northeastern Connecticut area
- The STA subsidizes advertisements for Sturbridge Area Businesses at a rate of roughly 40% and does not exceed a \$5,000 cap
- The STA purchases the back cover ad at a rate of \$950



GLOBAL DESIGN & PUBLISHING LLC

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November 15, 2017

Sturbridge Tourism Association  
308 Main Street  
Sturbridge, MA 01566

Re: 2018 Sturbridge Area Guide

The Sturbridge Tourism Association (STA) has agreed to subsidize advertising for business located in Sturbridge in the Sturbridge Area Guide for release in Spring 2018. Global Design & Publishing, LLC will invoice advertisers for partial advertising cost and STA will be invoiced for portions agreed upon below.

\$80 for 1/4 page ad  
\$145 for a 1/2 page ad  
\$295 for a full page ad

Global Design & Publishing, LLC will update the STA with advertising sales and STA balance shall not exceed \$5,000. The invoice for Sturbridge Ads subsidized by the STA shall be paid within 30 days of receipt. The STA has also agreed to purchase the back cover ad at a cost of \$950 billable to the STA with the same terms and conditions. Additionally, the STA shall be responsible for additional printing of 2,500 copies in the amount of \$1,600 payable to Global Design & Publishing, LLC.

Thank you for your support of the 2018 Sturbridge Area Guide.

Sincerely,

Kelly Tourtellotte

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Sturbridge Tourism Association Authorized Signature

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Date

## Attachment 2: Chamber of Central MA South

### 2017 C-MASS GEOFEST Financials

Income		Expense	
\$716.00	STA	\$716.00	Oakcoins (FY17STA)
\$387.00	STA	\$387.00	Pathtags (FY17STA)
\$800.00	STA	\$884.50	T-shirts (\$800 FY17STA)
\$1,430.17	Online Sales	\$46.50	Cache Cards (FY18STA)
\$1,209.00	Event Sales	\$150.00	Logo Design Update
\$46.50	STA	\$36.00	Cache Cards
<u>\$150.00</u>	HRGC Security Deposit	\$631.50	HRGC
<b>\$4,738.67</b>	<b>TOTAL</b>	\$100.00	T-shirt Design
		\$384.43	Tick Keys
		\$518.63	Earbuds
		\$342.83	Carabiners
		\$15.99	Geofest Domain
		\$59.88	Mobile Site Hosting
		\$55.75	Caches
		\$175.05	Gadget Caches & Birdhouses
		\$13.04	Marshmallows & Sticks
		<u>\$50.00</u>	Bartender
		<b>\$4,567.10</b>	<b>TOTAL W/O Staff &amp; Volunteers</b>
		\$1,893.71	Staff Time
		<u>\$9,550.98</u>	Volunteer Value*
		<b>\$11,444.69</b>	<b>Staff and Volunteer Value</b>

\*Based on the National average of \$23.07 as published by the NonProfit Times; MA average is \$27.82



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