



## Town of Sturbridge

### Sturbridge Tourist Association

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25 October 2017

#### Minutes

6:30pm, Center Office Building, 301 Main Street

STA Members Present:	Brian Amedy (BA); Kristie Galonek (KG); Jim Leaming (JL)
STA Members Absent:	Tom Chamberland (TC); Sandra Gibson-Quigly (SGQ)
Staff Present:	Kevin Filchak, Economic Development & Tourism Coordinator (KF)
Guests:	Marita Tasse (MT); Joe McCann (JM); Gabe D'Annunzio (GD)

- Call to Order – BA called the meeting to order at 6:52pm.
- Roll Call – There was a quorum for the meeting with three of five members present.
- Approval of Previous Minutes – 13 September 2017 – BA Moved and JL seconded to approve the minutes as presented. No discussion. APPROVED (3-0).
- Treasurers Report: KF provided STA budget update for the months of September and October. KG asked for clarification on the allocated percentages. **BA MOVED and JL seconded to approve the budget as published. APPROVED (3-0).**
- New Business:
  - Sturbridge Lakes Advisory Commission – MT was present to speak on behalf of the application. MT explained that the brochures are handed out to residents and other who might help protect the lakes and maintain their overall quality. The request is for an additional 500 copies to replenish their existing supply. BA confirmed the request. KG asked if the brochures will be produced as is and MT said they would. BA noted the new logo of the STA and asked that be incorporated. MT said it would not be an issue. KF said he would share the logo with the Lakes Advisory Commission. **BA MOVED and KG seconded to approve \$375 from the community support line item to print 500 of the "Protecting These**

**Beautiful Lakes" brochure for the Sturbridge Conservation Department. APPROVED (3-0).**

- Sturbridge Antiques Show – JM was present to speak on behalf of the application. JM clarified that the request was for \$6,100 not \$6,300 as was stated in initial application. BA asked about the number of visitors last year. JM noted that the Patriots game that coincided with the event which hurt their overall total count. JM stated that their rack cards are being distributed across Connecticut and that their Facebook activities saw a 400% increase in hits over previous years. KG asked about video ad performance, seeing if there are other locations for promotional videos to be stored on. JM said that was possible and that they had gone digital for their last show. JL asked if rack cards were shared with antique auction houses, JM said no but it is supplemented with online activity. BA asked about revenues and how it compared to previous years. JM noted that the gate totals were down 100 people and was timed to when the Patriots were playing. JM said that the show has been hearing from antique dealers about where the best places to market the show are. KG asked about the Maine Antiques Digest, JM said that the magazine is one of the biggest in New England. JM explained that their main competition came from a competing show in Connecticut which is no longer in operation; they are currently working to recruit those antique dealers. KG asked about targeted Google Searches and where the search directs people, JM clarified that it takes people right to their website. **BA MOVED and KG seconded to approve \$6,100 for the Sturbridge Antique Show out of the marketing line item for their show on New Year's Eve and New Year's Day. APPROVED (3-0).**

- Old Business

- Pintastic – GD was present to speak on behalf of the application. BA explained that the agenda item was a continuation from the September meeting and summarized the concerns from the last meeting. KF provided a summary of his budget review of the Pintastic 2017 budget, his concerns about how the figures were determined and his recommendation to deny the application. GD responded noting how they found the numbers and noting the corrections made. BA asked about the revenue increase over the previous year, GD said it was a three to four thousand dollar increase. BA asked where reinvestment went; GD said it was used to purchase new machines, referencing the documents that were provided to the STA in the application. KG asked for clarification on the Kids

Corner and GD explained how the STA sponsored that. BA asked how Pintastic planned to use additional funds. GD explained his hope to grow the show and help highlight Sturbridge. KG noted the need for more click through rate data and viewership information. GD stated he had data but did not include. KG noted Pintastic's strong social media presence, but questioned \$6000 for radio advertisements. General discussion on radio advertising and marketing. BA asked if GD had met with any marketing professionals, GD said yes. KF suggested GD watch the recent Sturbridge Business Class on marketing. Returned to a general discussion on radio advertisements. KG suggested that in the future there should be a survey asking how visitors learned about the show. BA noted concern regarding financing. KG suggested sponsoring part of the show. BA noted lack of a prepared budget as an area of concern. General discussion on sponsorship. KG suggested supporting event with \$3,000 for marketing. Discussion on marketing and community support funding. **KG MOVED and JL seconded to approve \$3,000 from the marketing line item to support the social media advertising for the Pintastic Show. APPROVED (3-0).**

- Economic Development and Tourism Coordinator Update – KF discussed upcoming Sturbridge / Southbridge collaboration, general discussion on how events could benefit each other's community. Discussion on Harvest Festival, KG gave an update on Food Trucks. KF discussed travel show and suggested areas for improvements including having STA signs. Discussion on makerspaces. KF noted need for reimbursements for travel from Travel Show. **BA MOVED and KG seconded to put aside \$150 for the Hartford Courant Travel Show expenses out of Community Support. APPROVED (3-0).** General discussion on trails promotion and promoting the Town.
- Adjourn – Discussion on scheduling next meeting to accommodate schedule of STA members. November 15<sup>th</sup>. **BA MOVED and KG seconded to adjourn at 8:35. APPROVED (3-0).**