



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Meeting Minutes

(Agenda Revised on 14 February 2018)

21 February 2018, 5:00pm

Town Hall, 308 Main Street, 2nd Floor

Members Present: Brian Amedy (BA); Tom Chamberland (TC); Kristie Galonek (KG)

Members Absent: Jim Leaming (JL)

Guests Present: James Dodd (JD); Ed Hood (EH); Jeff Ardis (JA); Alix McNitt (AM)

- Call to Order – BA called the meeting tomorrow at 5:10pm
- Approval of Previous Minutes – 10 January 2018 – BA noted that the Hartford Courant amount approved was not listed, need to list \$8,000. KF clarified how \$11k transfer would be approved. TC MOVED to approve minutes with correction, KG seconded. APPROVED (3-0).
- Treasurers Report – KF discussed transfer from Community Support to Marketing and how it would affect the discussions during that evenings meeting. KF also discussed issues with how payments are received and processed, noting how he and BA had a meeting with Finance on the matter. TC MOVED to accept the Treasurers Report as presented, BA seconded. APPROVED 3-0.
- New Business
 - Impact Design Map Proposal – James Dodd – JD discussed Impact Design and provided history on his map designs, further detailing the ability of the maps to support local advertising, and he provided sample maps. JD explained that his goal is to produce a high end map for the Town and provided a draft 18"x24" map. BA asked if the map is only for Sturbridge, JD confirmed it was. JD described the flexibility of content for the maps. JD said that he would produce 10,000 maps, he would ask those who chose to advertise to be distributors of the maps, and he would provide stands them with stands to distribute them. KG asked where maps would be produced; JD said they are printed in Toronto. Expressed

that it's a living document, edit, and add and make those available space the STA's own. JD said that he is not asking for payment from the STA for this service. BA asked about the discount referenced in the application, JD said that advertisers would get 10% and that the STA would get 5% discount. JD asked that the STA provide a letter of support for the project. BA asked when a decision would be needed; JD said that the two best times of year to publish would be spring of start of school. JD estimates that this would be a one year project, but said there is no timeline. KG talked about the advantages to having a physical map over a digital map. JA asked about what the STA's role would be, JD expressed the need to show support from STA to potential advertisers. BA talked about the history of the Township maps. General discussion on maps and navigability. KG said that more conversation needs to be had, but noted advantages of the physical map. TC noted the value in having a published map.

- Concerts on the Commons – Annie Roscioli – BA said that Annie Roscioli is not available due to illness, but explained the application is similar to those done in the past by the Recreation Committee. BA explained that this is for FY2019. BA explained history. General discussion on Special Town Meeting. TC noted that the request is \$500 less than previous year. KG noted that the Rec Committee has a booked season and will expand the shows. TC MOVED allocated 2500 from Community Support, from FY 2019, subject to approval vote. BA seconded. KG abstained due to her membership on Recreation Committee. (2-0-1).
- Opacum Land Trust – Ed Hood – TC noted that as a member of Opacum, he would abstain from the vote. EH explained the background of Opacum Land Trust, and detailed their holdings in Sturbridge. EH detailed Opacum's goals as well as its mission. Tour Opacum would help to support their conservation efforts. EH explained the goal is to make it an annual event with increasing ridership each subsequent year. EH said that they have partners with Rapsallion Brewery and noted that Hyland will also donate space. EH detailed marketing plans. EH explained that they will have a variety of rides so that everyone can participate. EH noted that Rapsallion will donate and create a draft for the event. KG asked about the logistics of the event. EH explained that the riders are on a "pleasure ride" in that they are on their own, and they pre-pay for insurance. Also have vehicles to pick up people who are in trouble. EH explained his hope to make this an official and draw tourism to the area. EH explained race logistics. BA explained the Town's goal to create more community events. BA expressed the support for

the event. EH explained goal is to get their name out there. KG voiced support. *BA MOVED to allocate \$1,600 from the Community Support line item and \$6,190 from the Marketing line item to support the 2018 TourOpacum Event. KG seconded, TC abstained. APPROVED (2-0-1).*

- Weathervane Folder – Maxine Carter-Lome – KF described the folder designed by Weathervane. General discussion on the folder and slip-sheets. KG & TC noted that one sheet should be done on the Village and make the sheets double sided. KG asked if a business card slot could be added. General discussion on tailoring the folder to different audiences. BA talked about the Corridor 9 expo. KG asked about Slip sheets. *TC MOVE to allocate from the Marketing line item \$5,000 for the production of STA Promotional Folders. BA seconded. (3-0).*
- Chamber of Commerce Spring Advertising Campaign – Alix McNitt – AM discussed application but noted the low amount remaining in STA budget. BA made some suggested including holding off on application until fall, use discretionary fund, or discussed possibly scaling down. General discussion on the Hartford Courant and general concerns with that publication. General discussion on the advantages of using the Albany Times Union. JA asked about what the focus of the ads would be, BA explained STA marketing and the focus of it. BA discussed regional nature of the advertisements. KG noted the lack of data in the Town re: marketing. General discussion on getting marketing data. AM suggested that they just do the advertising in the Albany Times Union. KF talked about possibly using ATU to geo-target Hartford Courant area.
 - *TC MOVED to transfer 5000 from community support to marketing BA seconded. Approved 3-0.*
 - *TC MOVED to allocated \$10,000 from marketing to support the Chambers advertising campaigns in the Albany Market. KG seconded. APPROVED (3-0).*
- General discussion on Impact Design proposal. General discussion on the chamber map v. town map and duplication. TC talked about promotion of the Town of Sturbridge. General discussion on coordination of efforts between Chamber, Village, and STA. The STA decided to hold off on a decision and to discuss the proposal at next month's meeting.

- AAA Travel Show – KF described the need to allocate funds for participation and travel in the AAA Travel Show on March 1st – 4th. *TC MOVED to allocate up to \$550 to purchase a booth at the AAA Travel Show, and to allocate another \$150 to help defray any travel costs to and from the show, BA seconded. Approved (3-0).*
- STR, Inc. – *TC MOVED to allocate \$1500 to purchase one year's subscription to STR, from the community support line item. KG seconded. APPROVED (3-0).*
- Putnam Traveler – General discussion on advert. STA decided to wait to purchase ad until they had developed a marketing message.
- Fiscal Year 2019 Budget – KF described the increase in the revenues between Fiscal Year 2018 and 2019. He described the proposed addition of the EDTC OT line item. KF also encourage the STA to increase its participation in future events in Town and to be more proactive. General discussion about ways in which they can promote the Town. Group determined to hold off on a decision until next meeting to allow for review and consideration of draft budget.
- Old Business
 - Reallocation of Funds - \$11,000 from Community Support to Marketing & Advertising
 - Hartford Courant – STA Advertising Campaign
- Economic Development & Tourism Coordinator Report – KF provided update detailing a variety of projects and initiatives he had undertaken over the past month.
- Next Meeting – Group agreed to review and discuss a potential March meeting date.
- Adjourn – *TC MOVED to adjourn the meeting at 7:25pm, BA seconded. APPROVED 3-0.*