

Sturbridge Tourist Association

Meeting Minutes 5/19/16

In attendance: Brian Amedy (BA) Chair), Priscilla Gimas (PG) BOS Liaison, ,Planning Board Liason, and Kristie Galonek, Secretary (KG), and Jim Leaming(JL) **Absent** - Tom Chamberland (TC) Treasurer, Sandra-Gibson Quigley (SGQ)

Guests: Beck Rustic (BR)

Call to meeting 6:30PM

3/24/16 meeting minutes – SGQ made motion to approve BA 2nd all in favor

4/14/16 meeting minutes – SGQ made motion BA 2nd all in favor PGQ abstained

TC treasurers report and finance – TC absent and BA spoke to the financial report and the actual numbers. Pending items include \$462 rest week; \$130 & \$455.33 Geofest; other various CMS and Pintastic allocated funds. BA suggested that we do not commit until requests are confirmed.

Allocated funds for trail guide– \$5,000 put aside, lots of conversations between finance committee and BOS. TC asked committee to go back and review. Tom provided options and suggests #3. PG Making a motion that we have 2 more bids for printing in addition to Universal Tag and we will keep the 5,000, while dropping the 50%; all those in favor.

Website Updates- KG discussed some website updates made to the site

Beck Rustic- New England Shake Up Host Hotel Event – 3 day ticket music festival free pre-party at host with car show. 3 days of 50's live music, pool party, music seminars, guitar workshops, record hops, vendor room booths \$325. Approx 830 people attend last year. Hotel sold out already for this year. Around 1,000 this year. Signed 2017 contract and blocked off until 2023. \$80 tix 24 bands or day tix. Beer sponsor PBR. Would like ad space to feature Sturbridge area restaurants and shops and a temporary banner, amongst other detailed line items in request. BA made motion to approve \$2,200 towards printing costs towards promotion to Shake Up 2016 ad & marketing. Must have billed by June 25th 2016 for submission to STA. PG 2nd, all in favor 4-0.

Draft Of Letter –SGA created template to send to proposals rewarded funds. Includes information about reimbursement form request and promotional details. Make comments and edit suggestions to SGQ.

Meeting adjourned 7:24 made motion to adjourn