



# Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

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## Meeting Minutes

*2 May 2018, 5:00pm*

*Center Office Building, 301 Main Street*

**Members Present:** Brian Amedy, Chair (BA); Tom Chamberland, Vice Chair (TC); Jeff Ardis (JA); Nick Salvador (NS)

**Staff Present:** Kevin Filchak, Economic Development and Tourism Coordinator (KF)

**Visitors:** Doug Quigley (DQ); Michael Arnum (MA), Rebecca Gendreau (RG)

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**Call to Order** | BA called the meeting to order at 5:00pm. BA welcomed NS to the committee and discussed the remaining vacancy on the STA.

**Review of Previous Minutes – 14 March 2018** | NS abstained from the vote as he was not a member for the last meeting. *BA MOVED to approve the 14 March minutes as presented. JA seconded. APPROVED (2-0-1).* TA arrived at 5:03pm.

**Treasurers Report** | KF provided an overview of the March and April STA budget figures. KF noted the newly created “Yearly Allocations” page to help keep track of how much is allocated to each group. JA asked a question about budget allocations, KF explained where to find that information can be found. *TA MOVED to approve the budget as presented. BA seconded. APPROVED (4-0).* BA explained that he and KF had gone before the Finance Committee and answered their questions, noting that the reception was positive. General discussion on the Finance Committee.

## **New Business**

### **Funding Requests**

**Colonial Drill and Muster** | DQ representing the Sturbridge Historical Society spoke on behalf of the application. DQ explained the history of the minute men drill and explained the historical muster of 1774; noted how the program has narration, music, and creates a camp on-site. Explained that the cost is for the fife and drum band, paying for a PA system, the last of the funding goes towards making a poster. JA asked about poster distribution and DQ explained how the posters are

disseminated. DQ noted that this is the 22<sup>nd</sup> year for the Muster. JA asked how many come to the event; DQ said that it is weather dependent but anywhere from 50-100 people. BA noted that this is a nice community event and TC commented that this is supporting local volunteers. *TC MOVED to allocate \$600 from Community Support for the Sturbridge Historical Society's Colonial Trill and Muster out of FY 2018. JA seconded. APPROVED (4-0).* General discussion on the new STA logo.

*Old Sturbridge Village* | MA representing Old Sturbridge Village (OSV) Spoke on behalf of the application. Prior to the start of the discussion, BA stated that as an employee of OSV, he would recuse himself from the discussion and yield to TC to run the meeting during OSV's proposal. MA explained the Village's Christmas by Candlelight program noting that the event brings upwards of between fourteen and nineteen thousand attendees (weather dependent) on weekends in December. MA explained OSV's marketing campaign for the event noting their use of brochures, social media, and internal marketing, but noted that TV has never been done. MA explained the proposal by using SBTV to participate in that market, helping to build awareness of Sturbridge during winter months as it runs during popular TV shows. TC asked if there was another group which might work with other networks to hit a larger New England audience, MC said that in terms of reselling SBTV is the only one, and noted that the other channels are more expensive. NS asked how often the 15 second slot would air; MA explained the frequency as 18 spots per week and detailed the shows it would air on. TC asked how they would quantify the results. MA said that the Village would survey visitors so they can identify where and how people learned of the show; he also stated that they would go by attendance levels. TC noted interest in a follow up report. TC asked if it is a couples or a family event. MA said that OSV initially thought it would be a family event, but what they found was that 45% of attendees did not have children. NS asked if they knew where visitors were coming from. MA said that the Village does and have a heat map of where the visitors are coming from. *NS MOVED to allocate \$14,000 from the FY2019 Marketing line item to support the advertising campaign of Old Sturbridge Village with Small Business Television (SBTV), contingent upon approval at Town Meeting. JA seconded. General Discussion. APPROVED (3-0-1).* BA noted that the mix is 50/50 families and couples. General discussion on TV marketing and other OSV events. TC yielded chair back to BA.

*Sturbridge Farmers Market* | RG speaking on behalf of the Farmers Market. KF provided background for the Farmers Market explaining their formation and their initial goal of incorporating as a nonprofit and their inability to do that in the shortened timeframe ahead of the June 24 start date, noting that they had met with the Town to discuss having Town help initiate the market. RG further explained background and asked that (A) the market serve as a sub-committee of the STA and that (B) they be allocated \$500 to support their efforts noting the money would go towards banner(s), A-Frame signs, and t-shirts. RG said that the market would provide the STA with monthly reports if accepted as a subcommittee. RG explained the market is to run on Sunday's on the Town Commons from June 24 – Sept 30 from 10am – 2pm. KF explained that their ultimate goal is to become their own nonprofit entity that is separate from the Town. BA asked about the number of committee members, RG explained that there are roughly ten members on the committee. TC asked why the Market did not go under the Board of Selectmen for incorporation. General discussion as to how/why the event should become a sub-committee of the STA. *TC MOVED to integrate the SFMPC, with its current membership under the current leadership of RG, as a subcommittee of the STA until the end of fiscal year 2019, during which time the Committee will provide a monthly report to the STA, and at the end of which the STA will determine the value in continuing the support the SFMPC. BA seconded. (4-0-0). TC MOVED to allocate \$500 from Community Support to fund the Sturbridge Farmers Market out of FY 2018 funds, BA Seconded (4-0-0).* General discussion on possibly encumbering funds for Market.

*Trails Committee* | TC recused himself from voting prior to start of discussion due to his application. TC speaking on behalf of the Trails Committee. TC explained the need to have a display that the Trails Committee can use at public events to help highlight the Town in a positive way. Explained that Staples provided the more affordable options. JA asked who the audience for the display was. TC explained that it is to help recruit people to come to Sturbridge and can be used at a variety of venues and conferences. General discussion of promoting the Town's trails. *BA MOVED to allocate \$290 from Community Support for the purchase of table top display supplies for the Trails Committee out of FY2018 budget. NS seconded. APPROVED (3-0-1).*

*Sturbridge Antiques Show* | KF provided background on the subject. There was extensive discussion on the course of events leading to the current outstanding bill from the Antique Show. JA said better to pay and recall if the Antique show comes before the STA

in the future. NS suggested asking if he can reimburse the Town. *TC MOVED to pay the remainder of the Sturbridge Antique Show bill to the Hartford Courant totaling \$516.60 from FY 2018 marketing line item. JA seconded. (4-0-0).*

*STA Policy Update* | KF provided update on updates and explained reasoning for said changes. TC talked about tax exempt folders. *TC MOVED to adopt the policy as edited. JA seconded. APPROVED (4-0-0).*

*STA Folders* | Extensive discussion on the draft marketing folders provided by Weathervane Publishing. Members ultimately chose option 3 with some general edits to the back cover. Outreaching to Weathervane for further revisions.

*Hartford Courant Travel Show* | KF explained the show and the event. TC will volunteer at the event.

*Yankee Magazine* | BA explained that the group was approached by DCM to do a COOP to feature Sturbridge as a place to go. Explained DCM wants to work only with DCM members. General discussion on participating with DCM with Yankee magazine. KF said that at this point they just need to show positive interest. KF will outreach to DCM.

*Mystic Tourist Information Center* | KF gave explanation of the Mystic Tourist Information Center. General discussion if STA wanted to pay to put visitor guides at the Center. *BA MOVED to set aside \$520 for the Visitor guide to go to the Mystic Tourist Information Center out of FY 2018 marketing line item. TC seconded. APPROVE (4-0).*

*Old Business* | None.

*EDTC Report* | KF up discussed the question of advertising in the July Guide to the Brimfield Show and whether or not the STA wanted to participate. General discussion on the advert. *TC MOVED to allocate \$600 out of FY 2018 Marketing to purchase a full page ad out of the Brimfield Guide. JA seconded. APPROVED (4-0).*

*Next Meeting* | 6 June, 6pm new time. General discussion on the June meeting.

*Adjourn* | *BA MOVED and JA seconded to adjourn the meeting at approximately 7:15pm. APPROVED (4-0).*