



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Minutes

Regular Meeting

14 March 2018, 5:00pm

Center Office Building, 301 Main Street

Members Present:	Brian Amedy, Chair (BA); Tom Chamberland, Vice Chair (TC); Jeff Ardis (JA)
Visitors Present:	Daniel Gaff (DG); Gennie Gaff (GG)
Staff Present:	Kevin Filchak, Economic Development and Tourism Coordinator (KF)

- 1) Call to Order – BA called the meeting to order at 17:00hrs. BA welcomed JA to the STA.
- 2) Review of Previous Minutes – 21 February 2018 – KF asked people to confirm who made a motion.

TC MOVED and BA seconded to approve the minutes as presented. JA abstained as he was not a member during the last meeting.

- 3) Treasurers Report – KF provided update. JA asked several general questions related to FY 18 budget. General discussion on the FY 18 budget.

BA MOVED, TC seconded to approve the budget as presented. APPROVED 3-0.

- 4) New Business

- o Funding Request - Jaguar Association of N.E. – DG and GG presenting. Noted that this event has been in operation for at least 12 years and he said that the location is ideal for their event. Noted that there are several hundred members in their organization. He explained that those with older cars hesitate to go long distance noting that the weather could be damaging to their vehicles, hence their funding request for a tent. DG explained that the first quote was for \$10k. He reduced it

to 2 tents, 120'x60' for \$2100 per tent for a request of \$4200. Noted these tents would help to draw more people to the event. JA asked if there has been tents in past, DG said no. JA asked how many cars could fit in tent. DG said tent space would be assigned due to registration, either 22 or 44 concourse cars. General discussion on cars and competition. GG talked about the value of viewing these vehicles as a time capsule. TC asked about admissions and asked if there was a way to track attendance. DG said no. TC said that it's good to have that data, DG and GG showed support for collecting that data. BA asked about the room rate, and room block. GG asked what could the organization do for the Town. General discussion about how to do events in Town and how to tie the event to local businesses. BA raised the question of getting permits for the event; KF provided information on what permits would be required. TC asked if the tent price included sides, DG said that it does not. DG talked about the marketing the event

TC MOVED to approve \$4,200 from FY 2019 Community Support subject to Town Meeting appropriation for tent rental for the Jaguar Association of New England event in August 2018. BA seconded. 3-0.

General discussion on how the STA sponsors events and general STA information and how to assist events.

- Funding Request - Sturbridge Farmers Market Planning Committee – KF noted that the FMPC wanted to take a month to prepare their application will apply again in April.

5) Old Business

- Funding Request – Impact Design – BA provided summary of discussion from the 21 February meeting regarding Impact Design's proposal. General discussion on the proposed map and other maps in/about to be in print of the region, and concerns regarding duplication of. The members decided not to take action on this proposal at this time.
- STA FY 2019 Budget – KF provided updates on the budget and explained differences from between the fiscal years. TC raised the concern for the over time line item, noting concerns with KF's designation as a Special Municipal Employee

asking what drives the need for overtime. General discussion on Economic Development position.

TC MOVED to accept FY 2019 budget as presented. BA seconded. 3-0.

TC leaved at 18:26hrs.

General discussion on Discover Central MA.

- 6) EDTC Report – KF provided report. General discussion of the Hartford Courant as it related to the current campaign. General discussion on the Marijuana debate.
- 7) Next Meeting – April 11th at 5:00pm
- 8) Adjourn – General discussion on Jaguar event. General discussion about how to promote and explain what the Worcester region can offer tourists and visitors.

BA MOVED and JA seconded. APPROVED 2-0.