



STURBRIDGE TOURIST ASSOCIATION

A COMMITTEE OF THE TOWN OF STURBRIDGE

REGULAR MEETING MINUTES

23 JANUARY 2019 – 6:00PM – CENTER OFFICE BUILDING

MEMBERS PRESENT

Brian Amedy (BA); Nick Salvatore (NS); Tom Chamberland (TC); Jeff Ardis (JA)

STAFF PRESENT

Kevin Filchak (KF)

- 1) **CALL TO ORDER:** BA called the meeting to order at 6:02pm. A quorum was present.
- 2) **APPROVAL OF PREVIOUS MINUTES – 12 DECEMBER 2018:** **TC MOVED to approve the minutes as presented. JA seconded. APPROVED (4-0-0).**
- 3) **TREASURERS REPORT:** KF gave update and explained purchases and issues with excel. TC asked about American Trails, general conversation about membership with that organization. **BA MOVED to approve the treasurer's report as presented.** JA asked about the Tourism line item. KF provided history and explanation of the line item. Lengthy discussion about the use of the term "allocations" in the treasurer's report. **TC seconded BA's motions. APPROVED (4-0-0).**
- 4) **NEW BUSINESS:**
 - a) **FUNDING OPPORTUNITY – STURBRIDGE VISITOR GUIDES, GLOBAL DESIGN & PUBLISHING – INITIAL REVIEW:** BA asked about the numbers of booklets left, KF said that there are multiple boxes left. BA asked when GDP came last year, KF said November. JA asked about subsidy and BA explained the history of the subsidies associated with this guide. General discussion on subsidies. JA asked if subsidies have helped to get people to purchase ads, BA said that that is how GDP sells it. General discussion on whether it is beneficial to offer subsidies. Members discussed questions to ask GDP ahead of next meeting: progression of ad buys over the past few years; how is information presented to potential buyers (with/without subsidies); numbers of Sturbridge businesses vs. non-Sturbridge included; print dates of guide. **TC MOVED to invite Global Design and Publishing LLC to the next meeting of the STA to discuss the 2019 Sturbridge Visitor Guide and to reply to questions generated tonight, NS second. APPROVED (4-0-0).**
 - b) **FUNDING OPPORTUNITY – JAGUAR ASSOCIATION OF NEW ENGLAND (JANE) – INITIAL STA REVIEW:** BA noted that KF put this on the agenda, BA asked that this be paused until the

budget is approved and the group has gone to finance committee. JA asked when STA numbers will be determined. General conversation about the JANE.

- c) **FUNDING OPPORTUNITY – AAA TRAVEL SHOW & FY 2020 CAMPAIGN – INITIAL STA REVIEW:** General discussion on the AAA show and the layout. **TC MOVED to allocate \$600 from the Marketing Line Item to fund the STA's participation at the 2019 AAA Travel Show with Discover Central MA. BA SECOND. APPROVED (4-0-0).** BA noted that a separate proposal had been received from Discover Central MA, but again did not wish to raise it until the budget was secured. Noted the importance of maintaining a connection with DCM. JA asked about other towns participating with DCM leading to a general discussion about Sturbridge's participation with DCM. TC suggested that the town develop a marketing strategy, suggesting making KF prepare a Request for Proposal for this. General discussion on a marketing strategy. BA discussed purchasing an ad in the Spring/Summer 2019 advert. **TC MOVED to allocate \$1,080 from the marketing account purchase a full page advert in the DCM Spring / Summer 2019 Visitor Guide. BA seconded. APPROVED (4-0-0).**
- d) **DISCUSSION – FY 2020 BUDGET:** BA noted the slight increase in funding. KF provided overview of his draft budget. JA asked about salary, general discussion about salary. TC expressed concern that the committee is not involved in the salary discussion. **TC MOVED that a member of the STA be participatory in the budget discussion of the job description of the Economic Development and Tourism Coordinator. NS seconded. APPROVED (4-0-0).** TC suggested keeping percentages the same for now. BA concurred. NS asked if the meals tax could be authorized for other purposes. TC noted that a motion could be put forward at town meeting. NS supported that idea. TC suggested that KF look into the question of allocating a portion of the meals tax for community events. **TC MOVED to authorize EDTC to draft an article for the next meeting of the STA for allocating the restaurant tax for supporting community events. BA seconded. APPROVED.** KF brought up budget definitions and requested that the STA consider updating these at the next meeting.
- e) **DISCUSSION – FIRST IMPRESSIONS, WILLIAMSTOWN REPORT ON STURBRIDGE:** KF said that the town will be presenting its findings to Williamstown in March. General discussion on the Sturbridge and Williamstown reports. BA raised the topic of wayfinding signage in Sturbridge leading to a general discussion on the town's signage and logos. KF suggested raising the topic at the next business breakfast.
- f) **DISCUSSION – 2018 ANNUAL REPORT:** BA noted that he is working on trying to get a fifth member on the committee. TC asked that the summary include a statement that encourages participation in the committee. **TC MOVED to support the draft report subject to stated edits. NS seconded. APPROVED (4-0-0).**
- g) **DISCUSSION – TOURISM WEBSITE (WWW.VISITZANESVILLE.COM):** TC explained his find, stated this goes to the discussion on how does the town market itself. General discussion about the Chamber website. General discussion on the town's www.visitsturbridge.org website.

- 5) **OLD BUSINESS:** None.
- 6) **EDTC REPORT:** KF gave update. BA noted that Old Sturbridge Village sold out on Evening of Illumination. General discussion about the Worcester Magazine campaign and its results.
- 7) **ADJOURN:** Next meeting scheduled for 13 Feb. TC mentioned that the trails committee is looking at hosting a night height/bonfire at the Leadmine property. **BA MOVED to adjourn the meeting at 8:00pm. JA Seconded. APPROVED (4-0-0).**