



# *Town of Sturbridge*

---

## STURBRIDGE TOURIST ASSOCIATION

### **MINUTES**

STA Regular Meeting  
25 January 2017, 6:30 pm  
Sturbridge Town Hall

STA Members Present: Brian Amedy (BA), Tom Chamberland (TC), Kristie Galonek (KG) & Sandra

Gibson-Quigley (SGQ)

Members Absent: Jim Leaming

Staff Present: Kevin Filchak (KF), Economic Development & Tourism Coordinator (EDTC)

Other: Kelly Tourtellotte (KT)

**Call to Order** - BA called the meeting to order at 6:37 pm.

**Approval of Previous Minutes (16 November 2016)** – KF noted an error with SGQ's name in the minutes; it was listed as "SGA" in a few locations. *TC MOVED and SGQ seconded to accept the minutes. APPROVED.*

**Treasurers Report** – KF noted the various expenses in December and January. He noted that there was a discrepancy of \$2600 in the January budget reconciliation and that it was being corrected. BA asked about funds remaining in the Information Center and Route 20 Restroom accounts. TC noted that it would require Town Meeting to reallocate those funds. There was general discussion around possible ways to use the remaining funds. BA asked for the current status of the wayfinding signs. SGQ explained the Planning Boards recent discussions on the subject. *TA MOVED and BA seconded to accept the Treasurers Report. APPROVED.*

**Old Business** – None.

**New Business** –

**Sturbridge Visitors Guides – Global Designs and Publishing LLC.** – KT was present to discuss the Guides. KT explained how the Visitors Guide had been subsidized by the STA for years and explained what the STA received for the investment. KT detailed for the STA the distribution methods and area. There was general discussion and explanations from KT on pricing for the guide as well as the distribution area. The STA discussed whether or not to invest in additional booklets for increased distribution and advertising reach. KT said additional pricing would require another quote. KT asked KF to provide her with a list of names of local businesses to outreach

with on the project. *TC MOVED to approve up to \$5,000 for the sponsoring of ads and the back cover of the Sturbridge Visitors Guides. SGQ seconded. APPROVED.*

**STA FY 18 Budget Discussion** – BA noted that the STA received an additional \$10,000 in revenues from the Hotel/Motel Tax during 2016. There was general conversation to identify the cause of the increase in revenues. KF highlighted his budget recommendations for the upcoming fiscal year including: “Foodie Festival,” market/visitor research, targeted advertisements, “Swag,” Business Classes and the Sturbridge Business Breakfasts. There was extensive discussion on each point with members exploring how each point would affect the business community as well as suggested STA involvement and initiatives. SGQ raised the question of EDTC salary; there was general discussion on the funding of the position. BA proposed three categories for the upcoming fiscal year: Community Support, Marketing and EDTC Salary. The STA discussed creating a timeline for the budget. STA asked KF to prepare a budget with definitions and numerical breakdown for the next STA meeting.

**2016 Annual Report** – KF presented the STA with the draft Annual Report for the STA. KG suggested the addition of the Concerts on the Commons and C-Mass GeoFest to the report. TC suggested the addition of the Sturbridge Visitors Guide and to rephrase the verbiage for the funding section. TC also recommended that there should be an additional paragraph at the beginning that highlights the collaborative efforts of the STA and the Economic Development & Tourism Coordinator. *TC MOVED and BA seconded that the report be submitted subject to the stated revisions. APPROVED.*

**Winter Ad** – TC and KF presented to the STA the proposed Winter Ad developed by Idea Agency. *KG MOVED to approve the Ad to promote winter festivities in Town and to pay Idea Agency. BA seconded. APPROVED.*

**Trail Guide** – TC presented the STA with the completed copies of the Trail Guide from the printer. TC noted that the full order would be delivered by the end of the month. TC discussed and highlighted various aspects of the guide.

**Economic Development and Tourism Coordinator Update** – KF reviewed his monthly report. KF presented for the STA’s consideration the Twitter Account and Policy. *BA MOVED and TC seconded to approve the use of social media. APPROVED.* KF reviewed the Funding Request Policy and the Post-Event Funding Evaluation; to be reviewed and discussed at the next STA meeting.

**Adjourn** – Next meeting set for February 8<sup>th</sup> in the Center Office Building at 6:30 pm. *BA MOVED and SGQ seconded.* Adjourned 8:53.