



Town of Sturbridge

STURBRIDGE TOURIST ASSOCIATION

STA MINUTES

REGULAR MEETING

8 FEBRUARY 2017, 6:30 P.M.

CENTER OFFICE BUILDING, 301 MAIN STREET, 2ND FLOOR

MEMBERS PRESENT: Brian Amedy (BA), Kristie Galonek (KG), Tom Chamberland (TC)

MEMBERS ABSENT: Sandra Gibson-Quigley (SGQ), Jim Leaming (JL)

STAFF PRESENT: Kevin Filchak (KF), Economic Development & Tourism Coordinator (EDTC)

CALL TO ORDER – BA called the meeting to order at 6:46 p.m.

APPROVAL OF PREVIOUS MINUTES (25 JANUARY 2017) – *TC MOVED and KG seconded to approve the meeting minutes as presented. APPROVED.*

TREASURERS REPORT – KF explained and reviewed the expenses submitted and provided a budget breakdown for STA review. *BA MOVED and TC seconded to accept the Treasurers Report as presented. APPROVED.*

OLD BUSINESS –

FY 18 BUDGET DISCUSSION – KF reviewed the budget definitions and noted the minor updates from last year's definitions. He explained the proposed items under the Community Support. There was general discussion amongst the members concerning the various proposals. TC raised the question of the STA's role vis-à-vis marketing vs. community support efforts and where the focus of the funding should be located. TC asked KF if more could be done to support marketing and outreach efforts prior to applicants attending STA meetings. KF explained marketing and advertising line items. The STA discussed EDTC salary; members wanted input from Town Administrator regarding any adjustments to said salary. *TC MOVED and BA seconded to approve the budget as presented, recognizing that the salary for the EDTC may need to be adjusted upwards, any adjustments made equally between Community Support and Marketing and Advertising. APPROVED. TC MOVED and KG seconded to approve the definitions as presented. APPROVED.* See attached for budget and definitions.

NEW BUSINESS –

STURBRIDGE VISITORS GUIDE – The STA noted the challenges with the existing STA logo for the back cover of the visitors guide. There was general discussion about using the new Town wayfinding logo as a replacement for the existing STA logo. KG raised questions concerning the

pictures chosen to be included on the back cover, citing concerns over using identifiable businesses on the back cover. TC suggested the back cover's four pictures reflect the "Shop. Eat. Stay. Play" slogan used by the STA. There was discussion over which pictures to use. KF discussed next steps and there was some discussion over the Merchants of Sturbridge. Regarding an increase in the order from the January STA meeting, KG suggested a step up to 7500 copies. TC MOVED and BA seconded that the STA increase the purchase order of Sturbridge Visitors Guides to 7500 copies for a price of \$1600 to be taken out of the Marketing and Advertising budget. APPROVED.

GLOBAL DESIGNS PUBLICATIONS – TC raised the question of whether the next publication should be focused on tourism or economic development. There was general discussion over where said funding would come from, and on the economic development guide samples provided by Global Designs. KF said he would look into getting quotes for economic development packets and speak with the Town Administrator regarding the project. There was discussion over which additional publication the STA would like to advertise in. BA suggested a quarterly ad in the Putnam Traveler. *TC MOVED and BA seconded that the STA purchase a 1/6th page vertical ad in the Summer and Fall editions for \$260.00 each for a total of \$520.00 out of the Marketing and Advertising budget. APPROVED.*

TRAIL GUIDES – TC detailed the success of the initial round of trail guide printing. TC noted that the printer was holding the initial printing costs through June: \$5,000 for another 1500 copies. *BA MOVED and KG seconded that the STA approve \$5,000.00 for another 1500 Trail Guide copies. TC abstained. APPROVED.*

ECONOMIC DEVELOPMENT & TOURISM COORDINATOR UPDATE – KF noted the start of the Hotel/Motel Data program whereby the Town is looking to start collecting data from hotels to create a baseline data on the economic health of hotels/motels in Town. KF updated STA on Sturbridge Business Breakfast and noted costs associated with hosting the program. He requested the funding of \$350 for the events. TC MOVED and BA seconded that \$350 from the Community Support budget be allocated to fund the Sturbridge Business Breakfasts. APPROVED.

FUNDING REQUEST POLICY – KF review the Funding Request Policy with the STA and discussed the need for the document. BA requested that a bullet titled, III.F. be added noting that when a last bill has been submitted by the applicant, said applicant must notify the EDTC that no further bills will be forthcoming. TC asked if "economic development" in paragraph one could be changed, KF suggested it be changed to "business," TC agreed. TC asked if "d.iii." could identify whether the events is either "free or fee." TC asked to add to "d.vi." if there will be any overnight guests anticipated. TC also noted that for section III, the Town requires a W9 form and that the Town is exempt from paying taxes and will not cover taxes paid by the applicant. TC MOVED and KG seconded to approve the Funding Request Policy subject to changes. APPROVED.

POST EVENT FUNDING EVALUATION – KF went through the form with the STA. BA noted the need for feedback from applicants. KG asked about what seconds the applicant may or may not need to complete. TC asked if the third introductory paragraph could identify a timeframe for completing the application. KF suggested 30 days. TC MOVED and BA seconded to approve the Post Event Funding Evaluation with the addition of the timeline. APPROVED.

ADJOURN – The STA discussed meeting times. KG and KF both noted possible future applications coming in the upcoming month(s). The STA decided to host their next meeting on March 8th at 6:30 p.m. in the Center Office Building at 301 Main Street. TC MOVED, BA seconded to adjourn the meeting at 8:30 pm. APPROVED.