



Town of Sturbridge

Sturbridge Tourist Association

STA MINUTES

Wednesday, 3 May, 2017 – 6:30 p.m.

Center Office Building, 301 Main Street, 2nd Floor Meeting Room

STA Members	Brian Amedy (BA), Chair; Tom Chamberland (TC); Sandra Gibson-Quigley (SGQ); Kristie Galonek (KG) [Arrived 6:35]; Jim Leaming (JL)
Town Staff	Kevin Filchak (KF), Economic Development & Tourism Coordinator
Guests	Beck Rustic (BR); Gabe D'Annunzio (GA); Doug Quigley (DQ);

Call to Order: BA called the meeting to order at 6:30 p.m.

Approval of Previous Minutes – 8 March 2017: TC MOVED and JL seconded to approve the minutes as presented. Vote 3 – 0 in favor. SGQ abstained.

Treasurer's Report: KF provided update on STA funds. TC asked about the possible reallocation of funds from the Route 20 Restrooms and Information Center. General discussion on spending. **TC MOVED and SGQ seconded to accept the Treasurer's Report as presented, APPROVED.**

Old Business: TC inquired about copyright update, KF provided current status of question stating that the question had been sent to Town Council. SGQ asked about the launch of the new Town website.

New Business:

Funding Request – Colonial Drill and Muster – Sturbridge Historical Society Event: DQ representing. DQ provided a brief overview of the program and highlighted that this would be the 21st annual event. Stated that last year the society came to the STA for funding for the first time. The funding request would cover a fife and drum group (\$400.00), a PA sound system (\$100.00), and remaining funding would go to developing posters for the event (\$100.00). KG discussed how the STA could help to cross promote the event. KG inquired about police presence at the event. DQ said that crowds are not large enough to warrant a police presence. TC asked if \$75 was enough for poster marketing; DQ responded yes. **TC MOVED and KG seconded to approve the request for \$600.00 for the Colonial Drill and Muster out of the Community Support account. Voted 5 – 0 in favor, APPROVED.** TC asked if pictures of past events are available; DQ said yes.

Funding Request - Pintastic: GD representing. GD stated first that the \$2300 would go towards paying the second half of the radio adverts for the event; these adverts take place in FY 18. KG

asked if the advertising was helping to boost attendance. GD stated that this year Pintastic has sold 30% more tickets than last year at this same time. He stated that 300 room nights had been sold so far. BA asked about radio advertisements. GD said that the adverts would play on WAAF and that it should bring more people. TC asked about the hours for the clowns. GD explained the work hours for the clowns and the magicians. GD noted that the postcards all have the STA logo on them. BA noted that these funds are contingent upon approval at Town Meeting. **TC MOVED and JL seconded to approve \$2600 out of Marketing and \$3130 out of Community Support for Pintastic event, contingent upon approval at Town Meeting. Voted 5 – 0 in favor, APPROVED.**

Funding Request – New England Shake Up!: BR representing. Noting that this event occurs in September, BA asked for clarification on the timing for the event. BR provided background on the project. BR noted that the Host Hotel sold out of rooms in February for the weekend's event; as such BR stated that area hotels are now receiving the overflow. BA asked about dining for the event, BR noted that participants are free to explore local restaurants during the event. BR explained the funding for the event stating that revenues go towards primarily covering the band expenses, leaving limited funds for promotions. TC asked about the hotel package provided by the Host. BR provided details on renting the whole hotel for the weekend. General discussion on hotels followed by a discussion on promotion and marketing. BA asked for clarification for the breakdown between the fiscal years. BR stated that she has already spent \$1500 on promotions this fiscal year, citing mailing costs. SGQ asked about splitting the approved expenses between fiscal years. General discussion on funding between fiscal years and billing. **SGQ MOVED and TC seconded to approve \$4770 up to June 30th and \$4770 after July 1st out of the Marketing account, contingent upon approval at Town Meeting. Voted 5 – 0 in favor, APPROVED.**

Funding Request – Trails Committee – National Trails Day: TC representing. TC noted that he would recuse himself from the vote. TC stated that the Trails Committee is working to meet the Town Administrator's goal of more events in Town. TC noted that new membership on the board is helping to make this possible. The first event is planned to be National Trails Day taking place on the 1st Saturday in June, and that the committee is planning to put on a half-day program featuring various events throughout the day. One identified cost is porta potties. The Trails Committee is slated to meet next week [week of May 8] and more details will follow. BA asked which trails these events will be located on. TC noted that they would be on the Leadmine Property. General discussion on possible events and ways of promoting the event. **KG MOVED and JL seconded to approve \$500 out of Community Support for the event. Voted 4 – 0 – 1 (TC abstained) in favor, APPROVED.**

Economic Development and Tourism Coordinator Update: KF provided update. General discussion on the Sturbridge Business Breakfast. TC asked about highlighting upcoming events at these breakfasts. Discussion on trail guides and possible reprinting. KF discussed the visitor guide and asked for feedback on a draft of the welcome for the guidebook. TC asked that trails information be included and KG suggested breaking up paragraphs to highlight the "Shop. Eat. Stay. Play." tagline. KF stated that he will update with those comments. KF asked for feedback on a letter provided by Town Administrator regarding the Special Events Committee. There was a lengthy discussion on the committee regarding how

the committee would be run and managed as well as how it would promote/develop programming in Town. General discussion on a possible restaurant week; JL suggested bringing this for consideration at the next business breakfast. KF addressed the renewal of the Town Website. Discussion over website and copyright. KG brought up other websites related to Sturbridge. Further discussion. **TC MOVED and BA seconded to authorize up to \$150 for website renewal for a one year period. Voted 5 – 0 in favor, APPROVED.** TC asked about Trail Guides and purchasing more copies. **SGQ MOVED and JL seconded to approve up to \$5000 for up to 1500 copies. Voted 4 – 0 – 1 (TC abstained) in favor, APPROVED.** TC discussed beautification projects and this led to general discussion on promotion of beautification projects.

Adjourn: Next meeting set for June 14th. **TC MOVED and BA seconded to adjourn the meeting. Voted 5 – 0 in favor, APPROVED.** Meeting adjourned at 8:40.