

Sturbridge Tourist Association

Meeting Minutes 7/13/16

In attendance: Brian Amedy (BA) Chair), Kristie Galonek, Secretary (KG), and Jim Leaming(JL), Tom Chamberland (TC) Treasurer, Sandra-Gibson Quigley (SGQ) Kevin Filchak (KF)

Guests: Bob Datz (BD), Alix McNitt (AM)

Call to meeting 6:30PM

5/19/16 meeting minutes – SGQ made motion to approve BA 2nd all in favor

TC treasurers report and finance –TC discussed closing out fiscal year, presented 3 documents. Conversation about committed \$7,500 FY16 in community support transferred to tourism improvement FY 17. BA will research April 2015 meeting minutes reflecting the approval.

TA made motion to approve affirmation for concerts on the common and trail guide approved in FY16 for Summer projects. BA 2nd all in favor.

TC made a motion to assign BA and TC to financial responsibilities via signature authorization.

Chamber Of Commerce – Proposed 27th annual Harvest Festival at Town Common. Requesting \$7,250 from special events and \$3,500 advertising monies. Need confirmation that Rec Committee has approved the use of land that weekend. *UPDATE- Alix has confirmed that the application has not been submitted to the Rec Committee yet.* LY reduced request by \$1,000 for police presence and requested copies of advertisements published. SGQ inquired about additional funds being received from crafters and vendors.BD responded that they use an account that rolls over each fiscal year and he can not speak to budget question or how much money is funded by participants. TC requesting budget presentation of line items for event. AM joined meeting and provided this documentation. TA made a motion to approve \$6,250 from special events as presented in application minus \$1,000 for police and \$3,500 advertising request. BA 2nd all in favor.

FY17 Tourism Promotion/Advertising and C-Mass Geofest – BA declared he has reservations about committing to the entire year up front because we now have Kevin to help us negotiate our commitment. SGQ made a motion to approve \$15,760 Sept/Oct Courant, \$5,000 lower Hudson Valley, \$1,800 Antiques Journal. SGQ ade motion BA2nd all in favor

BA made separate motion that chamber work with the new economic development coordinator for future opportunities in a collaborative effort. SGQ 2nd all in favor

Geofest 2017 – AM wants to secure next years event that they can promote next years event as an annual happening. TC requests budget breakdown and makes motion to approve request as presented and advised if they require more funds they will need to submit a substantial line item breakdown. KG 2nd all in favor.

AM announced they will be moving in to the doll house on Hall Road. Need to relocate ladder sign to end of Cedar Street. AM to coordinate with Antiques Journal to make a sign for Hall Rd.

TC explained the glitch with our website and renewed the domain merchantsfsturbridge.org

KF to create STA approval packet for proposals

KF announced Trolley Meeting August 3rd

KFilchak@town.sturbridge.ma

Next Meeting Sept 14th 6:30PM

Adjourned 8:31 PM