



# *Town of Sturbridge*

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## STURBRIDGE TOURIST ASSOCIATION

### Meeting Minutes 9/14/16

**In attendance:** Brian Amedy (BA) Chair), Kristie Galonek, Secretary (KG), Tom Chamberland (TC) Treasurer, Sandra-Gibson Quigley (SGQ)

**Absent:** Jim Leaming(JL), Kevin Filchak (KF)

**Guests:** Gabe D'Annunzio

Call to meeting 6:34PM

**7/13/16 meeting minutes** – SGQ made motion to approve BA 2nd all in favor

**TC treasurers report and finance** –KF is now handling this report. BA reported that KF mentioned the Chamber has been paying their bills. Their lease is up soon and we can still expect some small bills afterward. KF sent BA copy of the ad used for the Hartford Currant and there is no reference to the Sturbridge Tourist Association and only mentions Sturbridge Townships. Ask KF to follow up with Alix to include events such as Harvest Fest and other happenings. TC made motion to approve report SGQ 2nd all in favor 4-0

**Pintastic LLC** – GA said event went very well this year. Increased attendance to 2,000 attendees from US and internationally from UK, Germany, etc. Sturbridge Village is going to provide 300 parking spots next year. Provided copies of the 40,000 promotional cards that are being distributed around town. Would like to improve banner and increase radio advertising on WAAF. Cut down newspaper ad dollars for next year. Instead of Stonebridge Press SGQ suggested GA reach out to the Sturbridge Times and Global design in Putman to be includes in the area guide in hotel rooms and other local print advertising. In response to special events BA suggested GA contact KF in April or come back in May to for pending approval from Lynn Giourard and we can proceed. Since the event is not until next year we cannot approve those funds yet. GA asked about hi-res image for logo and will follow up with KF. GA confirmed that Webster First funding goes to transportation, food, etc Jersey Jack and Automated services bring games and services to the show. 1st year GA lost money and last year he made \$6,000. Says he does it because he loves it. TC made motion to approve as stated in the request, BA 2nd, all in favor 4-0.

1. Poster, Postcards, and Banners to be printed and handed out to people and placed in businesses in and around the New England area. Last year we distributed 40,000 post cards and 500 posters.  
**Cost \$2000**

2. Facebook social media advertising. This was a great and affordable way to get the word out to the community.  
**Cost \$2000**

3. Radio advertising campaign. This will be done two weeks prior to the event targeting the New England area and Boston.  
**Cost \$4600**

4. Newspaper advertising in the local Stonebridge press.  
**Cost \$400**

5. One Billboard on Route 20 Auburn.  
**Cost \$1500**

## Old Business

**Sturbridge Summer Ad-** Reviewed Kevins report and we are all grateful that he has taken on this role and is making his rounds around town. He has got a lot of good ideas and we appreciate all of his efforts. We reviewed the Sturbridge ad and SGQ mentioned there was no hiking. TC expressed difficulty finding pictures. To be used for summer advertising space. Committee agreed not to use the full bleed (tight Sturbridge) and keep Sturbridge within the box as well as update fishing photo. BA made motion to approve KG 2nd all in favor 4-0. Next seasonal ad discussion about modifying the ad. Committee agreed that we need to draw people in during the wintertime. Update images with winter wedding, sledding, stageloft, restaurants, ice skating, etc. TC make motion to authorize TC to work with Kevin to update a winter ad and work with idea agency to get pricing. SGQ 2nd all in favor 4-0.

**Event Application-** SGQ would like to see detailed information about funds requested, budget allocated for event, and income and expense budget. GA was the first applicant to fill out the form and gave us positive feedback. We should put the financing in a contract. TC will review funding rules with KF and create an official document. Would also like requestors to provide detailed information about event funding. (Meals, room and board, etc)

**Non Event Funding-** TC mentioned Trails Committee is looking for shirts for crew leaders. They would like a unique T-shirt to differentiate crew leaders from hikers. Committee agrees this is a good start and we need this structure put into place.

**Action Plan-** Tabled to discuss with KF SGQ made motion to approve BA 2nd all in favor 4-0

TC presented open space trail brochure draft. Likely will be 24 pages total, still working on copy and content. Half page space allocated between him and Leon with a welcome message. BA suggests we target more hiking type groups to come here and experience our trails. Next summer going to apply for a 5 person trail crew through student conservation association for 10 days. They come fully self-contained, need a place for them to stay and they will take on the trails. Include proposed trails.

Wayfinding sign meeting on Monday to finalize details and go out for bids.

**Next Meeting October 19th 6:30PM**

**Adjourned 7:51 PM**