

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
Nov 9,2010
Sturbridge Town Hall 6:45 PM

Present: Dick Vaughn, Brian Amedy, Kevin MacConnell, Michael Harrington absent Priscilla Gimas, Joni Light and Chris Rovezzi

The meeting was called to order at 6:49pm

Minutes: The minutes from the October meeting were waived due to Priscilla's absence.

Treasurer Update: The treasurer's report was waived due to Joni's absence.

Old Business: No old business

New Business: The Merchants of Sturbridge group led by Maryann Thorpe and Leslie Wong presented their proposal for funding for the 2011 Feast and Fire Event on July 2, 2011 on the Sturbridge Common. The group was requesting \$16,677.50. The group plans to work with area hotels to promote overnight packages and provided the board with demographics from the 2010 event. There was discussion pertaining to the funding as this event would take place under the 2012 STA budget period. The Merchants group would have to have vendors and suppliers pre bill so the bills could be submitted under the 2011 STA funding. There was also discussion amongst the board as to whether a portion of the groups profits from the event should come back to STA similar to what is done for the Harvest Festival Event put on by the Chamber. The board also was not sure of the exact amount they could commit to the Event due to Joni's absence.

Michael Harrington made a conditional motion to accept the groups proposal pending the review of the boards finances at the December 7th meeting to determine the exact amount of committal. Brian Amedy second the motion and the Board vote 4-0 to accept the motion.

In a follow up from the October meeting Dick Vaughn met with Comcast Spotlight who does all the production work to ads on Charter Cable concerning promoting Sturbridge Businesses. For \$9000 for they were proposing a package of 37 (30 second ads) per week on NECN, Travel Channel, Weather Channel, History Channel and Headline News. The ads would run 3 weeks out of the month for 6 months, we would pick the time frame. The board liked to proposal and discussed doing cosponsorship of the ads. This item will be discussed further and will be included in 2012 budget as funding would not be available the 2011 budget.

No other new business.

Michael Harrington made a motion to adjourn and Brian Amedy second.

Meeting adjourned 8:00 pm.

Sincerely,

Brian Amedy