

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
Mar 01,2011
Sturbridge Town Hall 6:45 PM Conference Rm 1

Present: Dick Vaughn, Brian Amedy, Kevin MacConnell, Joni Light, Michael Harrington.
The meeting was called to order at 6:50pm

Minutes: The minutes from the January 4th meeting were reviewed. There was a discussion concerning their accuracy on the Feast and Fire update from Tom Creamer and the Board. Joni Light made a motion to remove the following from the minutes: The Merchants of Sturbridge Group decided to withdraw its application for funding of the July 2nd event due to the lack of funding of the entire amount requested by the group. They felt the amount approved by STA would not do the event justice and they did not have resources available for the additional funding they needed to go forward with the event. The motion was seconded by Kevin MacConnell and the vote was 4-0 to accept with Michael Harrington abstaining. Joni Light made a motion to accept the amended minutes with Dick Vaughn seconding and the vote was 4-0 with Michael Harrington abstaining.

Treasurer Update: Joni Light reviewed the report with the Board noting there was no change since January with a remaining budget of \$17399.31 and \$6395 in the revolving account. Brian Amedy made a motion to accept the report with Michael Harrington seconding. The vote was 5-0 to accept.

Agenda Business: Calvin Montigny and the Tree Warden Advisory Board was requesting \$1000 for their Tree planting program. They did not come with a formal written request as required and Dick Vaughn did ask them to come back with a written proposal for our April 5th meeting. The STA members did ask questions and Calvin and his board members did explain their program. They will come back on April 5th so the STA board could act on their proposal.

The Board next heard an advertising opportunity from Chuck Testa of AAA. Mr. Testa reviewed the possibility of a page spread in the 2012 AAA book similar to the one Plymouth is undertaking in the 2011 AAA book. He reviewed figures of book requests by AAA members for states in the New England area and beyond. A full page ad would cost \$ 11,594. There would be a deadline of May 2012 for ads. Mr. Testa also noted new on line features coming out in 2012 as well. The board has interest and will consider this for the 2012 budget. Mr. Testa will stay in communication with Brian Amedy concerning any additional information or questions the board may have.

The board was to hear from the Comcast rep concerning advertising however they could not attend and will be placed on the April 5th agenda.

Dick Vaughn next informed the board that both Chris Rovezzi and Priscilla Gimas had resigned and read their letters of resignation to the board.

Dick Vaughn next informed the Board of the 2012 budget figure will be \$ 105,000 which is highest it has been in several years. At our April 5th meeting we will need to come up with a budget.

Old Business: Brian Amedy asked Dick Vaughn if there was any new update of a Feast and Fire Event sponsored by STA and he informed the board he did meet with the Town Administrator and it was recommended STA not take on the event and someone outside the Board should run it.

New Business: Dick Vaughn informed the Board his term expires the end of April and he was not planning on returning. The April 5th meeting will be his last. Several members thanked him for his service and told him he will be missed.

Michael Harrington made a motion to adjourn with Kevin MacConnell seconding. Vote 5-0 to adjourn.

Meeting adjourned 8:50pm

Sincerely,

Brian Amedy