

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
July 19,2011
Sturbridge Town Hall 6:45 PM Conference Rm1

Present: ,Brian Amedy, Kevin MacConnell, Thomas Creamer, and Jennifer Lundwall.
The meeting was called to order at 6:53pm

Agenda Business:

As requested at the July 6th meeting Alix McNitt of the Chamber returned to the board with her Marketing proposal of \$15,000. Alix stated the Chamber Administration would be responsible for the advertising rather than using an ad agency which they have done in the past. Her proposal was as follows:

Advertising: TimesUnion (7wks)	\$4700
Hartford Courant (9 wks)	\$3500
Facebook (11 mo)	\$3000
Tourism Mail & 800 phone line	\$1500
Chamber Admin	\$1000
Total	\$13700
STA Grant	\$15000
Balance	\$1300

The remaining balance would be used at the Chambers discretion for any fire-sale, co-ops or any online media advertising which pops up.

Alix stated the advertising was similar to what they have been doing and they have seen significant web hits.

There was a period of questions and answers.

Tom Creamer made a motion that STA appropriate and support the proposal as submitted with the remaining balance to be used at the discretion of the Executive Director of the Chamber. Jennifer Lundwall second and the vote was 4-0 in favor.

Jennifer Lundwall had to excuse herself at 7:55pm form the remainder of the meeting due to another commitment. The remaining members discussed how the next STA meeting on August 2nd would be a working session designed to bring ideas and direction should be taking.

Tom Creamer made a motion to adjourn with Kevin MacConnell 2nd. The vote was 3-0 in favor
The meeting adjourned at 8:14pm

Sincerely,
Brian Amedy

