

Town of Sturbridge  
Sturbridge Tourist Association  
Meeting Minutes  
September 6, 2011  
Sturbridge Town Hall 6:30 PM Conference Rm 1

**Present:** Brian Amedy, Kevin MacConnell, Jessica MacDonald, James Leaming. The meeting was called to order at 6:37pm.

**Minutes:** The minutes from the August 2, 2011 meeting were reviewed. Kevin MacConnell made a motion to accept the minutes as written with Brian Amedy 2<sup>nd</sup> and the vote was 3-0 in favor, with Jim abstaining from the vote.

**Treasurer Update:** Kevin MacConnell presented bills from the chamber, noting some items needed more detail as they are submitting only the amount due without billing detail. He has requested further detail from the Chamber for reimbursing invoices and payroll. Kevin also gave an explanation of the detail by proponent spreadsheet. It was discussed if ADT fees should come from the restroom account instead of community support. Brian Amedy made a motion to accept the treasurers report, Jessica MacDonald 2<sup>nd</sup>, vote 4-0 in favor.

**New Business:**

James Leaming was introduced as the new appointee to the STA to fill in the tourist business opening. Kevin MacConnell presented a proposal to run a trolley through Sturbridge 4 Saturday's in October. There was discussion about if/what fee should be charged, or if the trolley would be free with purchase of any item from a Sturbridge retail shop. There was also discussion about where the trolley would make stops, as well as if there would be signage at the stops. Brian Amedy made a motion to accept the proposal for a free trolley service, for 4 days in October broken down as follows: \$4,000 for the trolley, \$500 for advertising, \$500 for signage, not to exceed \$5,000. Jim Leaming 2<sup>nd</sup> and vote was 3-0 in favor with Kevin abstaining.

Kevin made another proposal to hold a muster for 4 weekend days in the fall. Locations were discussed, such as the town common, the yard in front of the Seraph, or the info center. Brian Amedy made a motion to appropriate \$800 with Kevin MacConnell exploring dates, times, and locations to be determined. Jessica MacDonald 2<sup>nd</sup>, vote 3-0 in favor with Kevin abstaining.

Very briefly the mission statement was discussed and how it varied from the charter, as it should be more specific by year. It was discussed that the STA possibly take over the M.O.S. website, changing names if possible since the site is already up and running. Also, it was brought up to try and schedule our events around OSV/Host/Publick House events as a supplement.

**Old Business:**

Brian brought up that the AAA Tour Book advertising would be \$13,000. The group discussed the high cost of advertising in that particular forum might not be justified. The farmers market could not be held as the vendors were already committed.

Kevin MacConnell made a motion to adjourn, Jess MacDonald 2nd vote 4-0 to adjourn.

Meeting adjourned 8:34pm.

Sincerely,

Jessica MacDonald