

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
October 4, 2011
Sturbridge Town Hall 6:30 PM Conference Rm 1

Present: Brian Amedy, Kevin MacConnell, Jessica MacDonald, James Leaming, Jennifer Lundwall. The meeting was called to order at 6:35pm.

Minutes: The minutes from the Sept 6, 2011 meeting were reviewed. Kevin MacConnell made a motion to accept the minutes as written with Brian Amedy 2nd and the vote was 5-0 in favor.

Treasurer Update: Kevin MacConnell noted that since there had been no expenses, etc... there were no changes from the previous month. It was discussed that the committee would like to begin using a signature verification form.

New Business:

Douglas Helal and Stephen Fox, from the Hartford Courant, presented an advertising proposal in the amount of \$5,000. This proposal includes advertisement for the town of Sturbridge through Courant.com and CT NOW.com to include 480,000 on-line impressions through cube and leaderboard ads in the Life & Family and Entertainment sections. The ads will be hyper-linked back to the merchants of Sturbridge website. October and November the photo for the ad will focus on lodging/dining, and in December on retail. The Town of Sturbridge will also be given a booth at Winter Fest November 19 & 20, and Summer Fun Fest 2012 May 5 & 6 at the XL center in Hartford, CT.

Jim Leaming made a motion to accept October, Nov, Dec in the amount of \$5,000 as written in the proposal and additionally including the booth at Winter Fest 2011. Jen Lundwall 2nd, 5-0 in favor.

The trolley proposal was adjusted to October 15 & 16, to correspond with Harvest Fest. The fees are \$1,200 due 3 days in advance, and \$1,556/4 hours and \$149/add'l hour or \$1,800 per day. Kevin MacConnell made a motion to secure the trolley for Oct 15 & 16 for \$4,000, use \$500 for advertising, and \$500 for signage, for a total amount of \$5,000. Brian Amedy 2nd, 5-0 in favor.

Kevin MacConnell booked the re-enactors Oct 22 and Oct 29 for 10:30 at the Information Center, and 11:30 on the Common.

Old Business:

Kevin MacConnell will have the application form prepared for the November meeting. Jennifer Lundwall discussed that Feast & Fire was a smaller turnout this year due to the circumstances (the June 1st tornado, and being delayed a few weeks), but turnout was better than anticipated.

Jim Leaming made a motion to adjourn, Brian Amedy 2nd, vote 5-0 to adjourn.
Meeting adjourned 8:32pm.

Sincerely,
Jessica MacDonald