

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
May 3, 2012
Sturbridge Town Hall 6:30 PM Conference Rm 1

Present: Brian Amedy, Kevin MacConnell, Jessica MacDonald, Jim Leaming

Meeting called to order at: 6:43

New Business:

Stephen Fox presents marketing plan for Hartford Courant. Will amend proposal - date to be changed from April-June to May-July 2012. Overview of past statistics, visitors to web pages (courant & ctnow). Previous campaign June-Aug click rate was .36, which was very good. New component of campaign is the direct targeted email campaign. The direct email price is per email. Also, Hartford magazine print campaign is a new addition from last year.

Kevin asks if funding comes from this year or next year budget, Brian answers should come from the current years as long as invoices submitted before June 30th.

Jessica MacDonald – motion to accept as written with amended date May-July 2012 for a total of \$7,500. Jim Leaming 2nd, vote in favor 4-0.

Board discusses urgent need for STA website to finally get finished to use as method of advertising. Ideas for email campaign is to list events to draw people to Sturbridge, then direct to STA website to list businesses.

Jodi Young (absent) proposes advertising campaign for The Journal of Antiques & Collectibles. It would cost \$1,800 for June, July, & Sept 2012, additional \$600 for May. Modify ad by changing some pictures, adding a few accommodations. BA – Motion for \$2,400 for the antique journal and collectibles for June, July, Sept, 2012 and May 2013. Jim Leaming 2nd – vote 4-0 in favor.

Kevin MacConnell - Treasurer Report:

Earmarked \$7,000 for Sturbridge booklet as maximum, only used \$3,000, so freed up \$4,000.

Have \$21,325 to spend in budget for advertising after tonight's meeting. Special events budget has \$15,000 earmarked for tourist revitalization study, and will not know until after town meeting, but leaves almost \$20,000 in special events. Community support is down to just over \$1,000. Remainder of info center funding must come out of revolving account, since the transfer request couldn't be made to move from another account into community support.

J Leaming mentioned the possibility of a tv commercial, there was one in the works at one point for STA through Comcast. Discussion about which market (CT, NY) – shouldn't be local b/c the goal would be to draw people for an overnight. Board to think of different advertising outlets.

Discussion about different places to put a welcome to Sturbridge sign, possibly where it is by motor lodge, or maybe in triangle at merger of Routes 131/20. May take a bit of time due to necessary state permits as they are state roads.

B. Amedy brings up the possible need for promotional materials, for people that have functions and events in Sturbridge to promote Sturbridge for future group events/conferences that might look at Sturbridge.

K. MacConnell brings up sponsoring more updated trail maps – he will contact trails people to come to us with a proposal for better maps, hopefully for next meeting.

Minutes:

J. MacDonald motions to accept Jan 5, 2012 minutes as written. K. MacConnell 2nd – vote 4-0 in favor.

J. MacDonald motions to accept March 1, 2012 minutes as written. J. Leaming 2nd – vote 4-0 in favor.

Vote to adjourn – B. Amedy, J. MacDonald 2nd. Meeting adjourned at 8:55pm.