

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
June 7, 2012
Sturbridge Town Hall 6:30 PM Conference Rm 1

Present: B. Amedy, J. Leaming, K. MacConnell, J. MacDonald, J. Lundwall (arriving at 6:43)

Meeting called to order at: 6:30

Minutes: B. Amedy motions to accept May 2012 minutes as written, J. Leaming 2nd, vote 4-0 in favor with Jen Lundwall abstaining as she was not present for the May meeting.

New Business:

Dick Vaughan present to propose opportunity to promote 275th Anniversary of Sturbridge, salute veterans, and kick off July 4th week. The mummies will perform for \$2,800 beginning at the town hall to salute veterans, parading down to common for concert on bandstand. July 1st is presented as they band will already be in the Sturbridge area and therefore save approx. \$4,000 on travel cost. Also, if wanted, they can be part of the 275 year celebration – good opportunities would be June 23, 2013 and July 14, 2013 the band will be in Millbury respectively, so the cost for a Saturday date will be reduced since travel will be split.

K. MacConnell motion to accept as written, J. Leaming 2nd, vote in favor 5-0.

B. Amedy will contact Lynn Girard for proper permitting through recreation committee. B. Amedy will call Steve Fox with Courant, J. MacDonald will contact Kevin Flanders to try and promote the event.

Heather Hart present to propose idea for Sturbridge to present annual craft fair/demonstrations in the spirit of the Waterford, VA annual fair – possibly working in conjunction with OSV. The difference between this fair and various crafts is that there are demonstrations and live exhibits of the crafting process, all of which are authentic. Heather's email for contact is: HHart520@gmail.com.

Written proposal presented by Tom Chamberland for the "Arts and Science of Trails" training program in the amount of \$315.00 to provide support for coffee/muffins/pizza/water for estimated 40 participants.

J. Lundren motion to accept, J. Leaming 2nd, vote 5-0 in favor.

B. Amedy discusses upcoming proposal originally submitted in February for 2013 Chamber of Commerce funding proposal. This year we set aside a specific line item in the amount of \$17,000 to fund the chamber. T. Creamer had specifically stated at previous meetings he did not want to fund any salary increases. K. MacConnell as treasurer does not want to break out each individual bill, as it is extremely

time consuming. He therefore suggests changing the way we fund the chamber, instead of funding the whole thing as a percentage monthly and reimbursing the chamber, we would fund and pay out the bill directly to the vendor in order to reduce paperwork, auditing, and bookkeeping on a monthly basis. Another option would be to have the chamber submit quarterly or bi-annual invoicing with proof of payment to vendors (cancelled check, etc...). New process would begin with FY 2013.

Discussion about the level of involvement the STA should/could have in management of info center since we are funding 50%.

B. Amedy discussed transitioning MOS website to STA website with Smith Jones. T. Creamer is paying for (to be reimbursed) the domain name. Jen Day claims there are a few days left before site is finalized. The new site will be www.visitsturbridge.org – old MOS, Chamber of Commerce, & Town of Sturbridge site will be linked to that.

B. Amedy contacted DOT in regard to signage. They will need proposals and additional documentation. B. Amedy will contact Shaun Sukowski to see who owns the sign/map by the old Hebert Candies.

K. MacConnell brings up need for STA to purchase a file cabinet.

Treasurer Report:

Community Support \$0

Restroom \$0

Advertising, printing, production still have significant funding remaining.

Special Events also significant amount of funding left. Revitalization study has money earmarked as well. Approx. \$19,000 left in special events due to the fact that an event that was previously earmarked not occurring. It was suggested to spend on supplementing the revitalization project to reduce the towns portion as it is an important project for tourism. Marketing account has \$6,000, which can be used by Smith Jones once they submit a proposal. There is a bill coming to the Courant for approximately \$7,400. Also suggestion to use town banners for beautification/advertising purpose.

K. MacConnel proposal to earmark \$15,000 for the Sturbridge revitalization design plan to increase our town meeting contribution up to \$30,000. B. Amedy 2nd. Vote 5-0 in favor.

Revolving will be down around \$2,000 or so due to anticipated bills from Chamber.

Old Business:

Sturbridge, Charlton, Southbridge guide came out. There were a few errors.

There will be a meeting scheduled for later this month. June 21, 2012, 6:30. Also, the August meeting is scheduled for August 9' 2012.

Motion to adjourn J. Lundwall, J. Leaming 2nd. 9:14

Sincerely,

Jessica MacDonald