

Town of Sturbridge  
Sturbridge Tourist Association  
Meeting Minutes  
July 6, 2011  
Sturbridge Town Hall 6:45 PM Conference Rm 1

**Present:** Brian Amedy, Kevin MacConnell, Thomas Creamer, Jessica MacDonald, Jennifer Lundwall. The meeting was called to order at 6:45pm.

**Minutes:** The minutes from the June 8, 2011 meeting were reviewed. Brian Amedy made a motion to accept the minutes as written with Jessica MacDonald 2<sup>nd</sup> and the vote was 3-0 with Tom Creamer and Jen Lundwall abstaining.

**Treasurer Update:** Brian Amedy reported there was no change from the June report- \$105,262.67 remains in the budget.

**New Business:**

Tom Creamer made a motion to nominate Kevin MacConnell as temporary treasurer, and Jessica MacDonald as temporary secretary pending re-organization once a full board is put in place. Jen 2<sup>nd</sup> – vote 5-0, no oppose.

**Agenda Business:**

Alix McNitt presented a proposal for operation of the Info Center for \$13,475.00, which represents the 35% of the Info Center's FY2012 budget that the STA supports. The info center did come in under budget for FY 2011, however there was some building repair scheduled for June that was postponed. There was discussion related to the 5% funding limits the STA is allowed to provide for the administration/operating expense of the info center, and the 5% for info center maintenance. The uncertainty was regarding the percentages and if there was an updated version of the bylaws in which the percentages were dropped or changed. It was determined that according to the existing known two 5% funding allowance limits, the STA should only cover approximately \$11,000 of the proposal for the Info Center. There was further discussion about the value to the town of maintaining a staffed information center.

Tom made a motion to approve a sum of money not to exceed \$10,000 to fund the Tourist Information Center within the categories presented by the Chamber of Commerce to the STA on 6 July 2011, pending further review of the Sturbridge General Bylaws and contingent upon additional study by the STA as to whether it determines the long-term viability of the Tourist Information Center as currently operated, is in the long-term benefit of the Town of Sturbridge. The STA retains the right to rescind the remaining balance of the earmarked funds upon completion of its study, providing reasonable notice to the Chamber of Commerce of its intent to do so. Jen 2<sup>nd</sup>, Vote 4-1 with Kevin MacConnell opposing.

Alix McNitt next presented a second proposal for \$60,000 to be used for marketing for the Chamber of Commerce for FY 2012. There was also discussion about whether helping to fund the Chamber marketing proposal would have appropriate value added to Sturbridge tourism considering that the Chamber will also be marketing for the businesses of surrounding towns and not exclusively Sturbridge. Additionally marketing for the Chamber is only set up to benefit members of the chamber of commerce, while the goals of STA are to benefit all Sturbridge tourism related businesses. Kevin suggested possibly

having the STA purchase a number of memberships to the Chamber, and Alix said she would begin brainstorming various options to help make the Chamber marketing available for STA to use for non-members of the chamber. There was discussion about what sort of marketing the money would be used on, as there was no specific breakout by category.

Tom Creamer made a motion for the STA to earmark \$15,000 to the Chamber for marketing subject to a detailed proposal to be submitted on July 19<sup>th</sup> at a special meeting at 6:45pm. Kevin 2<sup>nd</sup>. Vote 5-0 in favor.

**Old Business:**

At 8:56 Jen and Tom recused themselves and left the room for a discussion relating to the proposal for Feast & Fire. The event put on by the REAS Foundation was originally scheduled to be held July 4<sup>th</sup>, however due to tornado clean-up efforts in town, had been postponed to August 20<sup>th</sup> on the Town Common. There was discussion about applying the proposal submitted at the June 8<sup>th</sup> meeting to the new date. Kevin made a proposal to accept the original \$6,500 proposal and give an additional \$1,000 to be used to advertise the event outside a 30 mile radius of Sturbridge- to bring the total amount to \$7,500 to the REAS foundation to produce the Feast & Fire event. Brian 2<sup>nd</sup>, vote 3-0 in favor.

There was discussion about scheduling a working session to discuss new ideas for STA, including a website, application process, and timeline protocols.

Jen Lundwall made a motion to adjourn with Brian 2<sup>nd</sup>, vote 5-0 to adjourn.

Meeting adjourned 9:19pm.

Sincerely,

Jessica MacDonald