

Town of Sturbridge
Sturbridge Tourist Association
Meeting Minutes
January 5, 2012
Sturbridge Town Hall 6:30 PM Conference Rm 1

Present: James Leaming, Brian Amedy, Jennifer Lundwall, Kevin MacConnell, Jessica MacDonald. The meeting was called to order at 6:30pm.

Minutes:

December 15, 2011 minutes were reviewed as written by Jessica MacDonald. Brian Amedy makes a motion to accept the minutes as written. Jim Leaming 2nd, vote 4-0 in favor with Jen Lundwall abstaining.

Treasurer Update:

Kevin MacConnell states the Discover New England bill was paid, as well as the \$5,000 to the Hartford Courant. The Chamber has had 3 months of bills paid (phone, electric, security), however staffing was not paid as there was a spreadsheet provided but no significant back-up to that.

New Business:

Kelly Tourtelotte made a presentation seeking funding for advertising in the soon to be created South Central Visitors Guide. She presented booklets from the Northeast CT guide presently available as an example of the visitor's guide that will be created for South Central MA. She stated there would be 5,000 or so copies printed to start, but 8,000 optimistically. Discussion included the STA obtaining the back cover page of the guide, and also including 2 pages for Sturbridge merchants, including website links, and various options for the STA to subsidize the cost for Sturbridge businesses to advertise in the guide.

Kevin MacConnell made a motion for the STA to purchase the back cover advertisement, Jim Leaming 2nd, vote 5-0 in favor. Kevin MacConnell made a motion for the STA to subsidize ¼ page ads at \$80/each, ½ page ads at \$145/each, and full page ads at \$295 each with a \$7,000.00 cap on the subsidy for Sturbridge businesses, however the cap can be reviewed if interest is high. Brian Amedy 2nd, vote 5-0 in favor.

Erin Abrams presented the idea for a winter event centered around Cedar Lake, and will do research to provide and form a more specific proposal.

Brian Amedy has spoken with a potential event coordinator, who will be submitting a resume. If the cost of the coordinator is over \$6,000 there will need to be a request for proposal.

The STA application has been updated per Kevin MacConnell and will be put into pdf format to post to the town website. Mary Ann Thorpe is currently updating the Merchants of Sturbridge website and will transition it over to the STA site.

Jen Lundwall motions to accept the STA application form. Jessica MacDonald 2nd, 5-0 in favor.

New ideas for the STA included participating in the River Race, possibly providing a trolley, or an event at Turner Field such as a breakfast catered by THS culinary students. It was also brought up that next June 24, 2013 marks the 275 year anniversary of the town of Sturbridge and there should be events planned to celebrate the milestone. Initial ideas were a parade, a ball, a grand marshal, etc... but there will be further discussion.

Brian Amedy brought up the idea of the STA being members of the Last Green Valley (or another tourist organization). Membership is \$250, or up to \$1,000 with 50 free memberships. The issue remains how to distribute the free memberships. Brian Amedy made a motion to approve \$100 for STA membership to the Last Green Valley. Jim Leaming 2nd, vote 5-0 in favor.

Old Business:

Brian Amedy received an email from Steve Fox from the Hartford Courant that the results of the ad campaign revealed there were 639,545 impressions, and 1,700 clicks recorded.

Next meeting scheduled for April 5, 2012 at 6:30pm in Conference room 1. Brian Amedy makes a motion to adjourn, Jen Lundwall 2nd, 5-0 in favor. Meeting adjourned at 8:48pm.

Sincerely,

Jessica MacDonald