

Town of Sturbridge  
Sturbridge Tourist Association  
Meeting Minutes  
December 15, 2011  
Sturbridge Town Hall 6:30 PM Conference Rm 1

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

**Minutes:** The minutes from the October 4, 2011 meeting were reviewed. Kevin MacConnell made a motion to accept the minutes as written with Jim Leaming 2<sup>nd</sup> and the vote was 4-0 in favor, with Tom Creamer abstaining as he was not in attendance on Oct 4, 2011.

**Treasurer Update:** Kevin MacConnell brought up a "Discover New England" bill for \$1,000. The Chamber of Commerce missed the deadline for last fiscal year's budget for the bill, which represents an ad running since July. The STA did approve this bill for the last fiscal year. Most likely the bill will come out of the \$15,000 already earmarked for the Chamber this fiscal year; however we are waiting for back-up for the bill to be provided.

**New Business:**

Kevin MacConnell presented the STA application form. An "invoices due by" line item will be added to avoid a delay in submitting invoices and provide a timeline. Also, "due date" line will be added to the "STA use Only" section. An attachment of line by line breakdown of expenses associated with the proposal should also be presented with the application. It was also noted that it is important that the treasurer and chair set up an appointment within the timeframe and get back up before the proposal is presented to the committee in order for the proposal to be reviewed by committee prior to the presentation. The town seal will be at the top of the form, and it will be put on the towns website. Tom Creamer made a motion to adopt the application with modifications noted above for use immediately with the option to adjust in future. Jim Leaming 2<sup>nd</sup>, vote 5-0 in favor.

Brian Amedy noted there were no invoices presented from the Chamber of Commerce yet (including the Info Center). Kevin MacConnell noted there has been no response after requesting back up for staffing cost detail. There was brief discussion that the Chamber is planning on stepping back from being so closely affiliated with tourism orientated business.

The option of using an event coordinator to plan STA sponsored events was suggested. A request for proposal may be needed depending on the dollar amount spent.

The trolley used during Harvest Fest received positive feedback, particularly for campground visitors, and residents. There was not a huge amount of ridership, but it was short notice and minimal advertising. It might be an option for the River Race (end of April) or car show (July).

Tom Creamer will be preparing the old Merchants of Sturbridge website for STA use with name changes. He will contact Chris Tieri to see what needs to be done to update the domain.

There will be a new South Central MA ad booklet produced (similar to the Northeast CT booklet) that we may have an opportunity to advertise in .

**Old Business:**

None

Next meeting set for January 5, 2012 at 6:30pm. Motion to adjourn by Tom Creamer, 2<sup>nd</sup> by Brian Amedy. Meeting adjourned at 7:49pm.

Sincerely,  
Jessica MacDonald