

Sturbridge Tourist Association
FINAL Meeting Minutes
Work Session
March 12, 2013

Present: Tom Creamer (TC), Jim Leaming (JL), Jessica MacDonald (JM), Kevin Smith (KS), Carol Childress (CC)
Absent: Kevin MacConnell (KM)

Guest: Kelly Tourtellotte, Global Design Publishing of Putnam, CT

Minutes approved on 4/24/13 as is; TC motion; JM 2nd; AIF.

Meeting called to order: 6:32 p.m.

275th Anniversary:

Met in Veteran's Hall for 30 minutes to discuss the 275th Anniversary Celebration and meet with prospective volunteers and/or event organizers. Two volunteers attended: 1) Marnie Treitman, wife of Brian Treitman of B.T.'s Smokehouse stated she "might be offering help" and she knows how to do event planning. 2) Christine Neslusan also has experience with event planning, and agreed to conduct phone calls and e-mails with event participants for confirmations of dates/times, etc. Christine recounted the 250th Anniversary Celebration and her experiences, which included the Heritage Ball and fireworks at the Junior High. JM has contact information for both Christine and Marnie.

Because of the fast-approaching deadline with regard to presenting an enjoyable and well-organized 275th event this year, the STA decided to announce that the 4/15/13 deadline to submit event proposals has been extended to Summer 2014, and the event will be a 276th Anniversary Celebration. This provides the STA time to properly plan and organize. Planning may or may not include a contract with an event planner, depending on how many volunteers can be organized by a certain date. April 3rd work session is planned with volunteers. Timeframe for the 276th is between mid-June and mid-August 2014. CC to generate press release/announcement regarding extended deadline. CC motioned to postpone 275th; TC 2nd. AIF.

STA received two letters of interest in the 275th (one written, one via e-mail: 1) Written: 5th MA Battery is interested in being hired to conduct a Civil War presentation that includes uniformed troops, rifles, horses and a blacksmith's forge; 2) E-mail: Dick Vaughn presented a proposal for The Mummers to participate in a parade if that is to be part of the 275th.

CC to contact Rec Committee to cancel June 22/23rd reservations of Town Common.

CC to check with Finance Department regarding encumbering funds for 275th Anniversary so they carry over to next year.

The meeting in the Veteran's Hall adjourned to Conference Room 2 at 6:48 pm. JM motioned; CC 2nd; AIF. The meeting reconvened in Conference Room 2 at 6:50 p.m. with the same participants as noted above.

STA Definitions:

TC presented a DRAFT definition for Community Support:

"-Beautification and maintenance sponsorship for the Sturbridge Tourist Community, which may include, yet not be limited to streetscape improvements along & throughout the Commercial Tourist District. Said streetscape improvements should be consistent with the overall design plans for the Commercial Tourist District and the principles of the Town's Master Plan. NOTE: It is recommended that projects specific for the Commercial Tourist District be reviewed by the Town Planner for consistency with the Commercial Tourist District Design Plan.

-The STA may also consider beautification and maintenance sponsorship for streetscape improvements along the Main Street Business District – beyond the Commercial Tourist District – where there exists a clear benefit to the community in terms of promoting overall visitorship through streetscape improvements to said Main Street Business District.

- Funding, promotion, coordination, or implementation of local initiatives within the Town of Sturbridge that present opportunities to enhance, increase, or support visitorship or the overall visitor experience.
- Funding to assist Sturbridge's town entities on items which would benefit Sturbridge Tourism."

Further discussion established parameters for where this funding could be used: the area from the Southbridge town line on Route 131 to Route 20; the spur area at New Boston Road and the MA Pike overpass; and Route 20/131 intersection west to Route 148 in Fiskdale. It was clarified that this new definition is intended to serve town entities only, such as town committees; whereas, Special Events funds are available to anyone in Sturbridge.

KS left at 6:59 p.m.

Kelly Tourtellotte:

A total of up to \$7,000 set aside for advertising in the Charlton, Sturbridge, and Southbridge guide, of which at \$2,980 is dedicated to subsidized ads for Sturbridge businesses. Kelly reported that this approach was well received by Sturbridge businesses as advertising costs are very high. ¼ page cost: \$180; STA subsidizes \$80. ½ page cost: \$345; STA subsidizes \$145. Full page cost \$695; STA subsidizes \$295. Part of the set-aside is for a two-paged ad that will be purchased by the STA to promote the 276th Anniversary. TC motioned to set aside funds not to exceed \$7,000; CC 2nd; AIF.

CC to contact Kelly regarding a quote on a regional Antiques Trail brochure.

TC left at 7:33 p.m.

Next meeting date set for 3/27/13, 6:30 p.m. Members to review and refine definitions in prep of further budget discussions. Work Session with volunteers set for 4/3/13 at 6:30 p.m.

Meeting adjourned at 7:50 p.m. CC motioned; JL 2nd; AIF.