

Sturbridge Tourist Association
FINAL Meeting Minutes
April 24, 2013

Present: Tom Creamer (TC), Jessica MacDonald (JM), Kevin Smith (KS), Carol Childress (CC)

Resigned on 4/18/13: Jim Leaming

Absent: Kevin MacConnell

Guests include the following Sturbridge residents: Jan Chiaretto, Barbara Search, and Richard Vaughn

Meeting called to order: 7:00 p.m.

Minutes: 4/1/13, 3/27/13, 3/12/13, 2/27/13, 2/13/13, 12/5/12, 10/24/12, 10/11/12, 10/4/12 - approved.

TC requested moving two unexpected guests to the top of agenda. CC motion, JM 2nd; AIF. Mr. Vaughn attended to discuss options for an Anniversary Celebration in June 2013. Barbara Search was here to follow up on her "Walking Tour of Sturbridge Common Area" brochure.

1. **Dick Vaughn:** presented the Ferko String Band as an option for a 2013 Sturbridge Anniversary Celebration. Although the STA had voted on 3/12/13 to cancel a 275th Anniversary due to a lack of proposals, the majority of members felt that even a small celebration was better than no celebration. Member consensus was to approve Mr. Vaughn's \$3,900 request for support (Mr. Vaughn is to submit a formal application) for the Ferko String Band to play on the Town Common on June 22nd, 2013. This event is intended to be marketed as a "kick-off" event for the 2014 Anniversary Celebration.

In addition:

-TC to contact Doug Quigley about a "muster" on the same day

-TC to contact Brian Kiersley, a DJ, at a cost of ~\$500-\$1,000.

-TC to check with RRI about setting up a Kid's Zone: face painting, balloons, and bouncy house. Cost is ~ \$500.

-There will possibly be food vendors on the Common – this idea was floated but the task was not assigned to anyone, nor did any particular party volunteer to take on this task.

TC motion to approve \$5,500 to cover all of the above costs from Special Events account; KS 2nd; AIF.

CC to send Dick Vaughn the new 2013 STA application via e-mail.

CC to contact Lynn Girouard and re-reserve the Town Common for 6/22/13.

STA Application: CC revised the current STA Application; all members received a copy in advance of the meeting for their review/comments/edits. TC motioned to approve new application, as amended; KS 2nd. AIF.

2. **Barbara Search:** Barbara had attended the 4/3/13 STA meeting, but there was not a quorum. With a full quorum this evening, Barbara was seeking support and funding for printing from the STA for her brochure, "A Walking Tour of the Sturbridge Common Area." All members reviewed the brochure and provided feedback and input; all STA members came to agreement that this is the type of project they like to see come forward from residents and all members were very supportive of Barbara's idea and brochure. CC presented contact information for Kelly Tourtellotte of GD Publishing in CT, so that if Barbara wishes, she can contact Kelly for her professional opinion of the brochure and obtain a quote for printing and/or design, publishing, and printing. Barbara is to submit an application to the STA with a quote when she is ready to move forward.

Regional Antiques Brochure: CC updated STA members on status of this brochure and submitted a proposal from Kelly Tourtellotte of GD Publishing. Quote is: 10,000 copies, 11x17 flat, folded to 8.5x11, four color, 100# gloss text paper with AQ coating for \$1,220, with an estimated shipping cost of \$140 to one location. That is 12 cents per brochure. Design costs should not exceed \$1,500 but would increase if the size ends up being different or if more time is spent than originally expected. Total proposal: \$3,720.

Members discussed proposal and agreed to the following: 1) delete the word "Trail" from the title of the brochure; 2) add the towns of Woodstock, Stafford, and Union CT to the 11 towns within the Sturbridge Townships, thus expanding the map to include 14 towns; 3) add Lodging Options available in Sturbridge (only.) CC to obtain list of licensed Sturbridge hotels/motels/B&B from Town Clerk. In addition, the brochure will feature an inset of the "Weekender Antiques Trail," which is Sturbridge-specific, featuring the 7 antique stores along Routes 131 and 20.

TC motion to approve \$5,000 for design and printing of Regional Antiques Brochure from the 2014 Advertising/Marketing budget; KS 2nd; AIF.

Carol Childress reported 2013 Budget as of 4/23/13:

- Enc Adv/Marketing: \$0.00 balance (this was a carry over from 2012 for specific items)
- Marketing: \$7.00 balance
- Community Support: \$7,153.75 balance
- Info Center: \$2,076.22 balance
- Special Events: \$17,360.88 balance
- 275th Anniversary: \$20,000 balance
- STA Revolving Fund: \$2,967.20 balance

STA members had no questions; only comments were that the detail in the budget documents was very good.

Destination Visioning/Destination Management/Event Planner discussion:

CC read to STA members from her tourism report, specifically with regard to The Sturbridge Township brand that was created by the SHPP in 2009; she stated that another Tourism Study is not necessary as the work has already been done; she informed them that both regional and local sources correlate with regard to the Sturbridge's visitorship; the current Sturbridge imaginary with OSV and the Chamber marketing The Sturbridge Townships brand; that Sturbridge, as a destination, does not yet have the required components to be a "destination" for extended overnight stays; and that her research found that destination visioning, destination management, and event planning, coupled with festivals, serve to brand an area and attract the outside world.

Working with volunteers, including Jan Chiaretto who is a guest this evening and her husband Mark Edmunds, who is an experienced festival planner, Carol will submit an outline listing places in this area to hold such a festival, to the STA at its June 5th meeting.

- Carol to e-mail her tourism report to STA members.
- Carol to present her findings on three event planners and two destination management companies at the 6/5/13 meeting.

New Business:

TC presents information indicating that the Fire Department requires \$100,000-\$200,000 to address immediate safety needs. The BoS made necessary changes to the Capital Committee's budget plus some items will have to be funded from Free Cash. Also, the Betterment Budget has been amended; however, there are four items on the Betterment's list that the BoS is asking the STA to consider funding: Library Landscaping, \$2,000; Town Common & Cemetery Tree Maintenance, \$3,500; Tree Planting Program – Arbor Day, \$2,000; and Town Common Summer Concert Series, \$4,000.

Of the four items, the STA unanimously supported two: \$3,500 for Town Common and Cemetery Tree Maintenance and \$4,000 for the Summer Concert Series. CC noted that on 2/13/13, the STA had already funded the Rec Committee's \$1,500 request for the Summer Concert Series from the Community Support Account and it was surprising the Rec Committee didn't request all of the funding from the STA.

TC motion to approve \$4,000 request out of Special Events Accounts for the Rec Committee's Concerts on the Common; CC 2nd; AIF. TC motion to approve \$3,500 out of Community Support Account for Town Common and Cemetery Tree Maintenance; CC 2nd; AIF. As the prior \$1,500 for the Summer Concert Series had originally been taken out of Community Support but this \$4,000 request was coming out of Special Events, JM motioned to reconsider that vote taken on 2/13/13; CC 2nd; AIF. JM moved that the \$1,500 Community Support expense for the Summer Concert Series was taken out of the Special Events Accounts, and \$1,500 will be restored back into the Community Support Account; CC 2nd; AIF.

Next meeting: 6/5/13, 7:00 p.m., Conference Room 1.

CC: Motion to adjourn; JM 2nd; AIF, 5-0. 10:00 p.m.