

Sturbridge Tourist Association
FINAL Meeting Minutes
May 16, 2013

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

Absent: Kevin MacConnell

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

Journal of Antiques & Collectibles: TC presented options for placing ads in this magazine. TC motion to approve two ads for May and June 2013 at \$600 per ad, for a total cost of \$1,200, from the STA Revolving Fund.

Additional ads in the Journal to be discussed at the upcoming 6/5 meeting.

Secret Service: TC presented a flyer for a service provided by the Journal of Antiques & Collectibles, called "Secret Service." STA members felt it was a good way to get word out about the STA's soon-to-be-published Regional Antiques Guide. This service combines their participant's literature into 2,000 packages (clear plastic bags) for distribution to exhibitors at their booths at the Brimfield Antiques Shows. Cost is \$250.00. CC to collect information for discussion at 6/5 meeting.

Regional Antiques Guide: CC provided an update; she's worked on the 3rd proof of the guide and it's back with the publisher for final edits. CC expects a final draft to present for review by STA at the 6/5 meeting.

Dick Vaughn and Philadelphia Mummers Ferko String Band: In celebration of the town's anniversary, STA received Mr. Vaughn's application in support of his presentation at the 4/24/13 meeting, which was unanimously approved. Ferko will perform a two-part concert on the Town Common, beginning at 6:00 pm; it includes a short parade around the Common. Mr. Vaughn will promote the event on his radio station, WESO, which has a 25-mile radius. JM will complete the Town Common Reservation Form and submit to the Recreation Committee Coordinator. TC contacted RRI re: Kid's Zone (for a bouncy house and face-painting) for the Common; and DJ Brian Kiersley will likely play from 2-6 pm. CC to contact Doug Quigley about a muster on the Common. JM working on other possible venues for June 22nd.

Susan's Secret Garden: Susan McDonough submitted an application to attract business to merchants in Sturbridge as a way to attract people to the town's anniversary celebration on June 22nd; the STA felt that Mr. Vaughn's application and this application worked well together. Susan contacted several retail business owners and organized a coupon/gift certificate contest. The winner can win \$275.00 in gift certificates from participating merchants of Sturbridge. Her proposal includes marketing the event in three newspapers, installing lawn signs in front of merchant's properties (already approved by the Building Inspections Department), and a sign in front of the Info Center.

Discussion: STA members supported the proposal but wondered how many merchants had been contacted. CC to contact Susan to see if she reached out to other merchants in addition to those on her list and obtain a list of those who opted out of this opportunity.

TC motion for conditional approval of proposal at full amount of request, \$1,784.77 from Community Support Account, pending verification that there was outreach to other merchants, with the following additional language added to the ad's list of merchants: "Additional merchants being added." JM 2nd; AIF.

KS motion that CC has authority to sign direct billing for ads, as long as the previous motion's conditional requirements are met; TC 2nd. AIF.

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

JM motion to adjourn; KS 2nd; AIF, 5-0. 8:00 p.m.