

Sturbridge Tourist Association
FINAL Meeting Minutes
Work Session
June 25, 2013

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

Absent: Kevin Smith

A quorum is not present; therefore, no votes can be taken and this is a work session only

Guests: Mark Edmonds, Jan Chiaretto, Jody Young (Journal of Antiques & Collectibles), and Jacqueline Phelps & Bruce Pollock (Media Representatives, Worcester Telegram & Gazette).

Work Session began at 7:03 p.m.

Jody Young: Ms. Young presented the most recent issues of the Journal that includes both the May & June STA ads. There are three Brimfield issues printed each year. May & June were approved at a prior meeting, and the journal has been using the same ad created by prior STA members. Deadline to submit info to Ms. Young for September issue is August 6th. The last Brimfield Antiques Show this year is September 3-8th. Jody will have her designers redesign the ad so that it uses the same fonts, colors, etc as that used in the Regional Antiques Guide. This ad must be more Sturbridge-centric and send the message: shop, eat, stay and play in Sturbridge. Carol will work with Ms. Young on September ad. Carol suggests using a media company to design all STA ads so we can plan in advance and send a cohesive message.

Ms. Young also presented information about the Secret Service; it's a package of rackcards, flyers, guides, etc and approximately 2,000 of them are distributed at each Brimfield show. In the past, the STA has discussed using Secret Service to distribute the new Regional Antiques Guide.

Jacqueline Phelps & Bruce Pollock of the T&G: Jacqui & Bruce were invited by Jess MacDonald. They presented several options for advertising in Worcester County. Deadlines to submit ads and publishing deadlines were also presented. Possible considerations for the Summer Book, also for August and winter ads depending on organized STA events for the remainder of 2013 and in 2014.

STA members discussed a 2014 music festival, the various possible venues, costs, etc. Mark Edmonds is very experienced with planning and organizing such events. Discussion revolved around possibly using the Hamilton Rod & Gun Club for a 2,500-3,000 person outdoor concert. Must have acts with national names and 4 basic constituencies. It is expected such a concert would fill hotels/motels/campgrounds. Site visit to HR&G is planned; TC is a member of the club. Cost would be around \$65,000 and include getting sponsors, media & entertainment, staging, sound, selling tickets, and having vendors sell wares. Gun range recon: 4:00 p.m., Mark, Carol & Tom; Saturday, 6/30.

Everyone wished Jess well, as this is her last STA meeting.

Next meeting: 7/3/13, 7:00 p.m., Conference Room 2.

Work session ended @ 9:06 p.m.