

**Sturbridge Tourist Association**

**Meeting Minutes 3/11/15**

**In attendance: Brian Amedy ( BA ), Chair, Tom Chamberland(TC) Treasurer, Priscilla Gimas ( PG ), Selectman's Liaison, Joni Light(JL ), Finance Liaison.**

**Absent: Bronwyn Cooper(BC) and Karrie Schiebler(KS)**

**Guest: Alix McNitt(AM), Chamber of Commerce, Bob Datz (BD) Chamber Tourist Chair and Lynne Girouard(LG) Recreation Dept.**

**6:52pm Meeting called to order**

**Minutes: 1/21/15 not read as BC has not yet distributed.**

**Treasurers Report: TC reported all the new figures from 2/23/15 Town Meeting have been included in the budget. Only new item is \$2000 for Administration which we are not sure of what to do with as this was not a budget the STA committee submitted however, was a Chamber administration fee if they were running the Tourist group. JL- to check with Finance Committee on how to handle. 2016 budget figure will be \$144,428.**

**LG-requested \$3000 to be committed for Concerts on the Common series coming out of the 2016 budget for 3 concerts. \$850 for Country band, \$1000 for Uncle Sam band and \$150 for stilt walker during the Uncle Sam performance and \$1000 for Drum band. Series usually starts 3<sup>rd</sup> week of June.**

**Motion by TC to earmark \$3000 pending approval of the 2016 STA budget from Community support , 2<sup>nd</sup> by PG. Vote 4-0.**

**AM- Requested \$5000 for Restaurant week which will be June 9-14<sup>th</sup> 2015. Increased amount over last year as they would like to expand their advertising beyond just the local markets and has had past success on other campaigns via Facebook and Google ad words. This is available to all Sturbridge restaurants not just Chamber members. Requesting \$4k advertising and \$1k Special events for printing cost.**

**Motion by TC to approve the sum of \$5k for sponsorship of Restaurant week with \$4k coming from Advertising and \$1k form Special Events. 2<sup>nd</sup> PG Vote 4-0.**

**AM- Request \$40,000 for Chamber Marketing & Advertising . \$25k for Hartford Courant, \$10k for miscellaneous guides, publications, last minute ad buys. \$5k for Media promotion such as photography, wire service, new material. AM explained The Courant is owned by the Tribune and now they can pick and choose different areas to advertise in such as Westchester County, Boston, RI , Boston, Albany and Saratoga rather than limiting to Hartford market. AM explained the \$10k allows the Chamber the flexibility of purchasing last minute deals without having to wait for STA approval as**

there are short time windows on many of these deals. BD explained on the \$5k many of the images the Chamber is using is outdated and needs updating with all of the new trails and Dinning experiences in Town. TC brought up the requirement now by the Town Accountant of PO requests for large amounts of funds being approved in accordance with complying with acquisition laws. He will ask Barbara Barry for a clarification and let the group know of her findings.

Motion by TC to approve the Chambers request of \$40k coming from Advertising and Marketing budget subject to decision by Barbara Barry on the PO requirements. 2<sup>nd</sup> PG. Vote 3-1 JL opposed.

TC had a proposal on behalf of the Trails Committee for \$362.50 for 5 24x36 prints of the Leadmine and Heins Farm Trails. Cost covers printing, lamination and mounting.

Motion: JL to approve \$362.50 for the 5 24x36 prints coming from the Community Support account. PG 2<sup>nd</sup>. Vote 3-0 as TC abstained.

Next meeting April 15<sup>th</sup> at 6:45pm.

8:32pm motion by TC to adjourn, 2<sup>nd</sup> by PG vote in favor 4-0