

Sturbridge Tourist Association

Meeting Minutes 5/20/15

In attendance: Brian Amedy (BA), Chair, Tom Chamberlain(TC) Treasurer, Joni Light(JL), Finance Liaison, Karrie Schiebler(KS) and Bronwyn Cooper (BC).

Absent: Priscilla Gimas

6:47pm Meeting called to order

Agenda items: Treasurers Report, FY16 Budget, Jean Bubon Proposal, Bob Datz Proposal, Pinball Wizard Proposal, Tom Chamberland Proposal.

Treasurers Report(TC): Invoices have been submitted, balances are in agreement with Town Accountant with most recent Chamber invoices not yet accounted for. Figures have been adjusted to reflect cancellation of Restaurant Week. Funds available are now \$ 33,052.03.

JL provided the group with the STA FY 16 budget which was presented to Finance Board by BA & TC prior to annual town meeting. Copy sent to Chris & Barbara. TC made motion to formally accept with KS second , Vote 5-0 in favor.

Jean Bubon the Town planner made a presentation requesting \$2493.30 from the FY 15 budget from the Community Support to assist with Wayfinding signage. Last year we encumbered funds in the amount of \$28659.08 to be used toward signage and landscaping. The \$2493.30 would also be an encumbered fund. KS made a motion to encumber the amount of \$2493.30 from the Community Support account for FY 15 toward Wayfinding Signage, BC seconded, vote 5-0 to accept.

BC made a motion to continue to encumber \$28659.08 from the FY 14 budget toward Landscaping and signage, KS second and the vote was 5-0 to accept.

Bob Datz from the Chamber Tourism board made a presentation regarding an event August 19-23rd called C-mass Geo Fest (Geo Caching Event). This is a new event. Requesting funding for \$1050 out of the Special Event category for FY15 for 2 sites rentals, Lutheran Church and Hyland Orchards. TC made a motion to spend \$1050 out of the Special Event category for FY15 for the rental fee of the two sites with STA being mentioned, BC second and the vote was 5-0 to accept.

Derek Baldassari and Gabriel Dannunzio of Pinball Wizzards was requesting funds for an event at the Sturbridge Host on July 10th and 11th 2015. This is a fist of it's kind event for kids on vacation coinciding with the Brimfield Fair the following week. They were seeking \$8000 from Special Events and \$2000 from advertising from the FY 15 budget. There was a discussion about his security amount of \$1100 in his proposal which was not adequately answered. BA made a motion to fund \$6900 for

the following items \$1000 for clown, \$600 for face painting, \$1100 for magician, \$3000 for bounce house, and \$1200 for trophies, funding from FY 15 special events. TC second and the vote was 3-1 in favor with KS abstaining and JL opposed. BA made a motion to approve \$2000 out of the FY 15 advertising budget for \$1000 for google and facebook social media and \$1000 in newspaper advertising. TC second and the vote was 4-0 in favor with KS abstaining.

TC met with Smith and Jones on the STA marketing and the Visitsturbridge.com web site. It will cost \$75 over the next 3 years to extend the domain name which TC said he would put on his cc and seek reimbursement. This will be pending the new Town Administrators approval. JL made a motion to approve with the money from the Administration account pending TA approval, BC second and the vote was 5-0 in favor.

TC also presented the proposal by Smith and Jones for an STA ad in the Last Green Valley Walktober publication. The cost would be \$1900 and JL made a motion to fund the ad out of the Advertising budget for FY 15 pending ad approval, BC second and the vote was 5-0 in favor.

Next meeting June 10th 6:45pm

9:08pm motion by JL to adjourn, 2nd by TC vote in favor 5-0