

Sturbridge Tourist Association

Meeting Minutes 8/12/15

In attendance: Brian Amedy (BA), Chair, Tom Chamberland, Treasurer, , Joni Light(JL), Finance Liaison, Jim Leaming (JWL). Karrie Schiebler (KS) absent. Open BOS Liason and Citizen Liason.

Guest: Alix McNitt(AM), Chamber of Commerce, Bob Datz (BD), Chamber Tourism Chair, Leon Gaumond (LG), Town Administrator(TA)

6:47pm Meeting called to order

The normal appointing of the new officers was waved on the recommendation of LG as the BOS has yet to appoint new rep and also the Planning Board and Recreation Board had not yet meet to discuss appointment to the STA as the by-law states there should be a revolving appointment between these two boards and the Finance Committee.

Minutes: 6/10/15 reviewed with two changes both spelling errors: TC last name spelled wrong and LG initials were incorrectly stated as JG. TC made a motion to accept the amended minutes with JL 2nd.

Vote 3-0 to accept with JWL abstaining

Treasurers Report: BA reviewed the FY16 figures as he has been filling in while TC has been away. There were two corrections effecting the FY16 budget in the Special Events category which were originally coming out of the FY15 budget. \$3K for the Pinball Event held in July and \$1050 for the Geo event held in August. The town accountant informed BA since both events were held in FY16 they had to come out of the same years budget. LG recommended if this becomes a unexpected shortfall we could ask for funds out of the revolving account to cover.

Information Center funding: There was discussion over what bills STA should be responsible for paying and what the Chamber should be paying to the running of the Information Center. STA in April approved and presented to the Finance Committee definitions submitted in conjunction with the Town By-law for the FY16 budget. STA never entered into discussions with the Chamber. AM stated unless the STA funds the Information Center 100% then it would have to close. She stated several years ago the STA agreed to fund 100% of the bills covering the building where the Information Center is located. LG recommended the board continue this practice as no discussions with the Chamber took place and STA actually increased FY16 Info center budget. The STA board agreed to continue the processing of all bills as it has in the past and to conduct a study of the Info Center and review with the Chamber funding for FY17 prior to the budget submission .

Chamber Advertising and Promotion Proposal (AM) & (BD)The Chamber was seeking \$54.9 for the FY16 season. BA reminded the board they only had \$60420 left in the Advertising and Promotion account and he had other groups seeking funding who would be coming before the board in September and this was only the first month of our new year. AM presented the board with results of

advertising done last year with the Hartford Courant which was very successful. BA informed AM we would be unable to fund all her requests and did ask if she had any other funding source , which they receive very little of. It was also noted in her request there was \$5k for Restaurant week which when the STA board prepared the FY16 budget had in Special Events as in the past. This year she was going to be using this for advertising. LG recommended at the next Special Town Meeting we submitted an article moving the \$5K from one category to another. TC made a motion to approve \$45,800 of the funding request however there was no second and the motion died. JL made a motion to approved \$17,800 of the funding request with \$10K for the Hartford Courant for Sept & October, \$1K for Discover New England, \$1K for Tourism phone and Fulfillment , \$1800 for Antiques Journal Brimfield issues and \$4K for Media Assets development. BA 2nd and the motion passed 4-0.

The board did inform her she could return at a later date in the year for additional funding if available as several of her requests were for May & June of next year.

A copy of the initial request is attached.

AM also presented the board with the Harvest Festival budget and requested and will forward the Chair a copy of the advertising when completed.

LG informed the board he has been instructed by the BOS to do a study of STA as part of his goals and will be entering discussions with STA members.

Next meeting Sept 16th 6:45pm

9:30pm motion by BA to adjourn, 2nd by JWL vote in favor 5-0