

**Sturbridge Tourist Association**

**Meeting Minutes 10/14/15**

**In attendance: Brian Amedy ( BA ), Chair, Tom Chamberland(TC) Treasurer, Jim Leaming(JL) and Sandra-Gibson Quigley,(SGQ) , Planning Board Liason, Priscilla Gimas (PG), BOS Liason and Kristie Galonek, Secretary (KG)**

**Guest: David White (DW), Annual Sturbridge Antique Show New Years Eve 2015**

**6:45pm Meeting called to Order**

**Election of Officers for FY 16:**

**Chair – Brian Amedy; PG nominated BA, TC 2<sup>nd</sup>, vote 5-0**

**Treasurer– Tom Chamberland; BA nominated TC, PG 2<sup>nd</sup>, vote 5-0**

**Secretary– Kristie Galonek; SGQ nominated KG, TC 2<sup>nd</sup>, vote 5-0**

**Minutes: 8/12/15 Meeting minutes TC made a motion to accept the amended minutes and JL seconded.**

**TC reviewed the financials, expenses to date, and commitments allocated to various projects. No changes or corrections were made to the FY16 budget.**

**BA informed the board that the Information Center lease ends at the end of March and will not be renewed. Jim Donohue has offered space at OSV.**

**TC made a motion to schedule the next meeting on the 2<sup>nd</sup> Wednesday of next month, 12/9/15 at 6:30PM.**

**DW presented a proposal seeking advertising assistance for 2<sup>nd</sup> annual Sturbridge Antique Show event at the Host Hotel New Year's Eve & New Years Day. LY there was no STA quorum to approve request, but BA noted that it would have been a good investment. The event hosted over 60 antique vendors , 1,200 attendees and was advertised on the radio supported by C-Mass bureau and advertised in a brochure partially sponsored by the Chamber. DW noted that .com advertisements and Facebook posts include Sturbridge links. Approved sponsorship as follows:**

**\$3520 for Hartford Courant advertising:**

**12/13 Travel Section \$966.00**

**12/20 Travel Section \$ 1120.00**

**12/31 Entertainment Tab on web site CTNOW \$295.00**

**Entire month December CT Now and courant.com web sites \$ 1139.**

**New regional tourist group “Destination Worcester” provides destination planning and management services of events in the local area. The site provides information and deals for hotels, restaurant events, shopping and etc. There is an opportunity to initiate a future partnership expand our local reach.**

**Website Updates:** TC advised that visitsturbridge.org domain is set to expire soon and requested a motion to renew the link for a cost of \$500. PG made motion to approve, SGQ 2<sup>nd</sup>, all in favor 5-0.

TC shared a proposal outlining the benefits of converting the STA website to a wordpress platform and training STA members to manage the site content. This would give the committee the ability update the site with fresh content and seasonal advertising on the STA website. TC, JL, KG have indicated they would be interested in the training. TC will touch base with Smith & Jones to secure \$1,450 quote and confirm training date. PG made a motion to approve, SG 2<sup>nd</sup>, all in favor 5-0

TC mentioned a 2 year, \$3,200 project for printing a booklet of local trails. Committee agrees that opportunities need to be discussed for spreading the word about local events and things to do in our area. LG proposed recording videos to run advertisements over our local channels .

LG announced that he is leaning towards making some slight changes to the STA as it relates to spending and composition of the board. He will continue to attend meetings and promised to keep the committee informed.

BA made motion to adjourn, BA 2<sup>nd</sup>, all in favor meeting adjourned 8:24PM