

Sturbridge Tourist Association

Meeting Minutes 12/9/15

In attendance: Brian Amedy (BA), Chair, Tom Chamberland(TC) Treasurer, Jim Leaming(JL) and Sandra-Gibson Quigley,(SGQ) , Planning Board Liason.

Absent: Priscilla Gimas, BOS Liason and Kristie Galonek, secretary.

Guest: Gabriel Dannunzio (GD), Pinatastic New England

6:34pm Meeting called to Order

Minutes: 10/14/15 not read as they have not been distributed.

Treasurers Report: TC reviewed the financials which are in agreement with the Town Accountant. It was noted by BA that the Chamber has been late in submitting bills to the group for payment and recently submitted both Sept and October bills just prior to Thanksgiving for payment along with bills which are to be paid to vendors for advertising which the Town pays direct to the vendor. Many of these bills were either past due or coming due. BA suggested we let the Chamber know all bills from the prior month should be submitted no later than the 15th of the month and the board agreed. BA will contact Chamber. TC also noted there is a discrepancy in the bills submitted by the Chamber for Sept and October advertising and not sure if more bills are coming. BA to contact the Chamber. TC also asked about the \$7500 for wayfinding signage and BA noted Jean Bubon should be submitting shortly as the Town Boards have approved the signage proposals.

GD of Pintastic New England presented a proposal for advertising assistance for his event at the Sturbridge Host Hotel for July 7,8,9 2016. He was seeking \$10,490 comprised of the following: \$2000 for poster, postcard and banners, \$2000 for Facebook, \$2490 for radio advertising, \$1000 for Newspaper in Stonebridge Press and \$3000 for billboard. GD stated last year they had nearly 2000 attend and sold out the Host and 50-60 rooms at other area hotels and this year expected 3000. He had 210 machines last year and is seeking 300 this year. The event is prior to the Brimfield Antique shows. TC made a motion to approve \$7490 for the marketing and advertising and hold \$3000 aside for the billboard until GD researches more into the pricing. SGQ 2nd and the Vote was 4-0 to approve.

He also was seeking \$6780 from the Special Events however seeing this event happens in our Fiscal 2017 year he would have to come back after the STA board has formulated its budget. BA will contact him as to when he may return.

TC received a proposal for membership and advertising in the Last Green Valley. The fee for Enhanced Membership was \$100 and advertising in the Explore publication for qtr page ad was \$210 and the same size in the Walktober was \$ 175. These advertising were discounted prices if paid by 12/31 for the explore and 3/31 for the Walktober. The total would be \$485 however TC suggested we approve

\$600 as there could be possible upgrades when he spoke to the folks at the Last Green Valley. JL made a motion to approve a fee not to exceed \$600 for the Enhanced membership and the qtr page in the Explore magazine and qtr page in the Walktober publication. SGQ 2nd and the board voted 4-0 to approve.

TC noted the groups website www.visitsturbridge.org would be coming up for renewal in May and it would be wise to set aside funds now for this. BA made a motion to set aside \$500 for website renewal. JL 2nd and the board voted 4-0 to approve.

TC submitted the proposal for website training with Idea Agency in the amount of \$1450 which will up to 2 hours worth of web training for key members of the committee on how we can best utilize the site to promote Sturbridge. TC, JL, KG have indicated they would be interested in the training. TC made a motion to approve and sign the proposal as the STA representative and go ahead and schedule the training. SGQ 2nd and the vote was 4-0 to approve.

Our next meeting will be January 21st at 6:30pm

8:45 pm TC made motion to adjourn and JL 2nd , vote 4-0 to adjourn.