

Sturbridge Tourist Association

Meeting Minutes 1/21/16

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

Guests: Kelly Tourtellotte (KT) and Alix McNitt (AM)

Call to meeting 6:36PM

10/14 meeting minutes approved

\$500 Website updates approval

SA approval on minutes TC 2nd motion all in favor 4-0

12/9 meeting minutes KG abstain

TC makes motion BA 2nd SG 3-0

Gabe pintastic bridge near Shrewsbury street rt 9 and rt 20 Oxford-Auburn line west bound advertising 1 company \$3,000 (2) \$1,500 ea TC to create purchase order. Need copy of agreement.

TC treasurers report as of jan 15 remaining funds available. Discuss money not expended for harvest fest with AM. \$4,000 of \$5,300 not spent. BA spoke with chair to ensure bills are submitted in a timely manner. Funds previously asked for but not expended so held over. \$151,782 is fiscal year F17 STA budget.

Visitors Guide KT – Global Publishing. Sturbridge Area visitors guide. Will email PDF. 5 years; 40 page 5x8 magazine tourist publication. Southbridge/Charlton not participating but guide focus is on Sturbridge. In past subsidized for any business in Sturbridge. 3 ad sizes ¼ page \$180; STA \$80 biz \$100 --- ½ page \$345 STA \$145 biz \$200 – full \$695 STA \$295 biz \$400. Back cover ad is STA. Very successful. 5,000 per year. South central & north eastern CT. Library town hall visitor centers restaurants inns etc. 2x year. Print in spring – distribute remainder in fall. KT approved trail map in publication. STA back page ad to tweak. Will also upload to website as PDF. STA shall not exceed \$5,000. TC made motion approve for up to \$5,000 SG 2nd all in favor 4-0.

Restaurant Week presented by AM for April 2016. LY unable to launch due to timing and funding.

Worcester marketplace – Sturbridge has reputation as a restaurant destination- Baba sushi on track for Feb opening– Steak house also likely launching. Temp frame signs – chamber owns 12 for use.

Requesting \$5,000 for marketing and advertisement spending. No Stonebridge press, would prefer to target social media instead. Raffle incentives to attract visitors, diners, and overnight stayers. TC requesting feedback for restaurant week to show event success or profit. KG and SG suggested anecdotal review marketing pieces for additional feedback. SG made motion to approve TC 2nd 4-0 all in favor. TC needs copy of contract because amount is over \$2,500 for purchase order.

Geofest discussed; LY event success and new events for this years event. Requested funding eligible for special event funding. May come back for rental fees if applicable. Distribute trail maps and brochures. BA made motion \$530 ad \$2050 special events to approve FY17. All in favor 4-0.

Advertising proposals – BA asked what is most critical – TC asked about records maintained. Amount of money approved for Harvest Fest has not been spent; \$3,145 special events and \$2,882 ad & marketing and advertisement categories. Outstanding bills over \$5,000? Carrying balances from committed. General discussion \$4,000 media asset bills for development is pending. TC needs copy of agreement to process purchase order.

SG and BA expressed concern with Sturbridge funding events outside of the township. Other towns are not financially contributing.

AM discussed branded messaging for website advertising and events that will be coming up. TC indicated we have about \$16,500 after the fact. BA made a motion to approve \$14,000 Hartford Courant May/June advertisement. Stipulation that board would like to see exactly what is advertised if possible – focus on Sturbridge branding. TC 2nd motion and all in favor 4-0.

BA briefly discussed recommendations and expressed unanswered questions regarding relocation proposals for chamber. What happens to restaurants and bylaws. Monday meeting with Leon, Jean, Alix.

Antique show huge success!

Next meeting is Thursday Feb 18th 6:30PM

Meeting adjourned 8:36PM