Town of Sturbridge

*Special Events Committee*

**Meeting Minutes**

Tuesday, June 27, 2023 – 5:30 p.m.

**Members Present**:   
Lisa Beaudin, Chair   
Kerry Carey

Mary Dowling (Arrived 6pm)

John Rice

Sandra Nasto

**Attending:**

Robin Grimm, Town Administrator

Barbara Barry, Finance Director

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

Lisa Beaudin opened the meeting at 5:34 and welcomed everyone.

**Minutes**

Acceptance of Meeting Minutes for May 2, 2023

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| **Motion** | **To Accept Minutes for May 2, 2023** |
| Moved and Seconded: | BY: K Carey Second: S Nasto |
| Vote: | YES: Nasto, Carey, Rice Abstain: Beaudin |
| Outcome:: | Approved 3-0 |

**Discussion of Farmers Market Budget FY23**

The existence of a remaining year end FY23 balance in the Farmers Market Budget was discussed by Lisa and Kerry who inquired about how these funds would be handled. Terry noted that part of the unspent balance was due to the unspent stipend category for the Market Director’s position. Finance Director Barry joined the meeting and noted that these unspent funds would be transferred into the overall town general fund along with other unspent funds from other department budgets.

**Discussion of SEC Year End Spending**

There was conversation about whether SEC could use FY23 funds to underwrite the cost of a DJ for the July 15th Tree.1 Run for Fun. Barbara explained that payment for services should occur after the service is delivered. Another question was whether FY23 SEC funds could support advertising expenses prior to the Race to which Barbara agreed. The SEC then acted on the following motions:

**Motion to Withdraw a May 2nd Appropriation**

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| **Motion** | **To Withdraw the May 2nd 2023 Appropriation of $300 to support a DJ for the July 15th Tree.1 Run for Fun** |
| Moved and Seconded: | BY: M Dowling Second: J Rice |
| Vote: | YES: Nasto, Carey, Rice, Beaudin, Dowling |
| Outcome:: | Approved 5-0 |

**Motion to Grant $500 to Festival of Trees**

There was consensus to appropriate $500 to support advertising expenses (Pre-June 30th expenditures) for the Tree.1 Run for Fun Racec.

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| **Motion** | **To Appropriate $500.00 to reimburse the Festival of Trees Organization for Advertising and Promotional Expenses to promote the Tree.1 Run for Fun Race.** |
| Moved and Seconded: | BY: M Dowling Second: L Beaudin |
| Vote: | YES: Nasto, Carey, Rice, Beaudin, Dowling |
| Outcome:: | Approved 5-0 |

**FY 2024 Budget Conversation**

There was conversation with the Finance Director about several budget issues. The categories of the SEC Budget as listed in the Table below. TA Robin Grimm suggested that if SEC needed additional funding she would be willing to approach the STA to use their Community Support funds.

**SEC FY24 Amounts**

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| **Opening Amount** | **$7,000** | **Approved at Town Meeting** |
| Farmers Market | $2750 | $2750 transferred to Farmers Market |
| HOTB Race | $2250 | $500 Increase from FY23 Budget |
| New Event Creation | $2000 |  |
| Need for New Funds |  | STA Community Support Potential |
| **SEC FY 24 Amount** | **$4250** |  |

Barbara indicated that the process for the FY25 Betterment Budget considerations will start in November 2023.

**Scoping and Planning for A New Event**

There was general discussion about sponsoring a new event in the Winter of 2024. Some of the categories for this event are as follows:

Event Definition

Host a cookie bake off event which would offer enjoyable food for participants and potentially benefit a charity.

Location

There was conversation about the Host Hotel but there was a suggestion to approach other potential venues as well. Barbara suggested an RFQ.

Girl Scout Participation

There was consensus to contact the Girl Scouts with Kerry agreeing to do this.

Letter to Restaurants and Bakeries

There was also agreement on contacting local restaurants and bakeries to encourage participation.

Date and Hour

There was general conversation about the best days and hours to hold this event. There was consensus that a Sunday in February might work outside of school vacation week. Lisa suggested that the hours of 1pm to 4pm would be a good time frame.

Health Department

It was suggested that the Health Department be consulted.

**Next Meeting**

It was agreed that the next meeting of the SEC would be Tuesday, July 25thh at 5:30PM.

**Adjournment**

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| **Motion:** | **To Adjourn. At 7:35 pm** |
|  | BY: K Carey SECOND: S Nasto |
| Vote Record: | Yes: Beaudin, Carey, Dowling, Rice and Nasto |
| Outcome: | Approved 5-0 |