



Page Break:

- Agenda
- Minutes for July 17th Meeting



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Meeting Agenda

Wednesday, August 9, 2023 – 5:30 p.m.
Center Office Building - 301 Main Street, 2nd Floor –
Sturbridge MA 01566

1. Call to Order
2. Review of Minutes for Meeting of July 19, 2023
3. Guests:
 - a. David Brockman, Sturbridge Textile Show – STA Tourism Grant
 - b. Sally Greene – Herbfest Organizer
4. New and Old Business
 - a. Update: 2023 -2024 Sturbridge Tour Guide
 - b. Update: Photographic Audit of Sturbridge
 - c. Update: Tourism Map of Sturbridge
 - d. Update: Sturbridge Video Project
 - e. Discussion: Anticipated Expenses/Revenues for FY 2024 STA Budget
5. Next Meeting: Wednesday, September 13, 2023
- 8 Adjournment



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Monthly Meeting

Wednesday, July 17, 2023 – 5:30 P.M.

Members Present:

Sandra Gibson-Quigley, Chair
Nick Salvadore
Peter Champagne
Alex McConnon

Absent:

Jasmine Bell

Guests:

Tom Chamberland, Sturbridge Trails

Staff Present:

Terry Masterson, Economic Development/Tourism Coordinator

Meeting Open

Sandy Gibson Quigley opened the meeting at 5:35 p.m. and welcomed everyone.

Minutes of June 14, 2023

Motion:	To approve and accept the STA Minutes for June 14, 2023
	BY J Bell SECOND: A McConnon
Vote Record:	Yes: Gibson Quigley, Champagne, Bell, McConnon – Abstain - Salvadore
Outcome:	Approved 4-0

Sturbridge Trails Requests for Assistance

Tom Chamberland of the Sturbridge Trails joined the meeting with several requests for assistance which were all approved. Please note as follows:

Appropriation of \$920.00 for Printing Brochures **

Motion:	To appropriate \$920.00 from the Community Support Account FY24 for trails brochures.
	BY N Salvadore SECOND: J Bell
Vote Record:	Yes: Salvadore, Gibson Quigley, Champagne, Bell, McConnon
Outcome:	Approved 5-0

Appropriation of \$100.00 for Trails Association Membership **

Motion:	To appropriate \$100.00 to purchase a 1 year membership in the American Trails Association. Community Support FY24
	BY N Salvatore SECOND: J Bell
Vote Record:	Yes: Salvatore, Gibson Quigley, Champagne, Bell, McConnon
Outcome:	Approved 5-0

Discussion of Trail Topics and Updates

During the conversation, Tom updated the Board on the following issues:

Trails Attendance

Tom noted that attendance at the Trails was averaging 4500 per month or 150 per day.

501 Main Street Riverlands Trail

Tom reviewed the status of several issues that are connected to opening up access to the Riverlands Trail from the 501 Main Street Lot on Route 20. (1) An early estimate for building the bridge over the Quaboag River to the Trail would be \$900,000. (2) This efforts includes the participation of many public and private entities such as National Grid (3) Hiring an engineer to study a pedestrian bridge is next.

Sturbridge Tourism Map

There was general discussion about the efforts to create a town tourism map. Terry shared a copy of the Plymouth MA tourism map. Sandy suggested that a Sturbridge map include icons identifying the locations of the Sturbridge Trail entrances. Sandy and Nick suggested the addition of a side map for Charlton. Sandy suggested that Brimfield and Brookfield be added. Nick inquired if the map could be created by BTI and could the map be placed on the tourism web site? Alex suggested that perennial seasonal events be placed on the map. Jasmine asked if the map could be updated?

Discussion of Recent Fire

There was discussion on what ways the STA could assist the businesses impacted by a recent fire at the entrance to the OSV campus. Terry noted that the fire not only directly impacted and closed Sawdust Coffee, Thai Place and Studio 20/20 but these closures have depressed foot traffic to the adjacent shops as well. The following points were made:

1. There was consensus to offer \$1,000 marketing grants to the 3 closed businesses once they were close to reopening.
2. Sandy suggested that BTI work to send out promotional messages now.

Next Meeting

Wednesday, August 9, 2023
5:30PM

Adjournment

Motion:	To Adjourn at 7:21
	BY N Salvatore SECOND: J Bell
Vote Record:	Yes: Salvatore, Gibson Quigley, Champagne, Bell
Outcome:	Approved 5-0



Page Break:

- STA Budget Report August 7, 2023

Sturbridge Tourist Assoc. | FY 2023 Budget: August 7, 2023

Account	Account #	Original Total	Revenue Adjustments	Revised Total	Expenditure	Current Total Balance
Community Support	24400 56552	\$ 43,235.00		\$ 43,235.00		\$ 43,235.00
Marketing and Advertising	24400 56551	\$ 101,115.00		\$ 101,115.00		\$ 101,115.00
Benefits	24400 51210	\$ 9,800.00		\$ 9,800.00		\$ 9,800.00
Salaries / Wages	24400 51130	\$ 33,326.00		\$ 33,326.00		\$ 33,326.00
Tourism	58618	\$ -	\$ -	\$ -	\$ -	\$ -
Total		\$ 187,476.00				\$187,460.00

FY 2022 Encumbered Funds*				\$ -		\$ -
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Budget Notes	
Approved FY24 Expenditures:	
Community Support	\$18,000 Total
Chamber Harvest Fest	\$5,000.00
Chamber Visitor Center	\$9,900.00
Herbfest	\$3,000.00
Marketing Advertising	\$54,900.00
Monthly Marketing Services BTI	\$37,000.00
Weathervane Jan 1 Antique Show	\$5,000.00
Shane Music	\$4,000.00
Annual Textile Antique Show July 2023	\$9,900.00
Not Approved:	
Tourism Map	\$5,000.00
Tour Guide Design	\$2,000.00
Photographic Canvass of Sturbridge	Seeking Estimates

Community Support Allocations	
Approved by STA	\$ 15,900.00
Spent by Recipients	
Unspent Approved Funds	\$ -
Unassigned Funds	
Funds Returned to STA	
Total Available Funds	\$ -

Spent
0%
Assigned
Unassigned
0%

Item	Allocated	Spent	Remaining	Date Approved
Chamber Harvest Festival	\$ 5,000.00			
Chamber Visitor Center	\$ 9,900.00			
Herbfest	\$1,000.00			
			\$ -	
			\$ -	
			\$ -	
			\$ -	

Marketing Allocations	
Approved by STA	\$18,900.00
Spent by Recipients	
Unspent Approved Funds	
Unassigned Funds	
Funds Returned to STA	
Total Available Funds	

Spent
0%
Assigned
19%
Unassigned
0%

Item	Allocated	Spent	Remaining	Date Approv
Jan 2024 Antique Show	\$5,000.00			
Shane Burke Music Events	\$4,000.00			
Sturbridge Annual Textile Show	\$9,900.00			
			\$ -	
			\$ -	

EDTC

EDTC Salary - 51130	
Original Total	\$ 33,326.00
Spent	
Revised Total	

[illegible]

EDTC Benefits - 51210*	
Original Total	\$ 9,800.00
Spent	
Revised Total	

*Billed Quarterly

Date	Item	Expenditure	Details
			-
			-
			-
			-



Page Break:

- STA Tourism Grant: Herbfest
- Update Report: Break The Ice Media



Sturbridge Tourist Association

A Committee of the Town of Sturbridge

Regular Monthly Meeting
Wednesday, May 10, 2023 – 5:30 P.M.

Members Present:

Sandra Gibson-Quigley, Chair
Alex McConnon
Peter Champagne

Absent:

Nick Salvadore
Jasmine Bell

Guests:

Alex McNitt, Ex Director, Central Mass South Chamber
Chris Tieri, CMO, OSV
Sallie Greene, Herbfest

Staff Present:

Terry Masterson, Economic Development/Tourism Coordinator

Meeting Open

Sandy Gibson Quigley opened the meeting at 5:30 p.m. and welcomed everyone.

STA Grant Request – Herbfest

Sallie Greene appeared before the STA and received the following grant below. .

Motion:	To grant up to \$1800 from Marketing and Advertising FY 23 to support the Annual Herbfest. And \$1000 in FY 24.
	BY S Gibson Quigley SECOND: A McConnon
Vote Record:	Yes: Gibson Quigley, Champagne, Bell, McConnon
Outcome:	Approved 3-0

Adjournment

Motion:	To Adjourn
	BY S Gibson Quigley SECOND: J Bell
Vote Record:	Yes: Gibson Quigley, Champagne, Bell, McConnon
Outcome:	Approved 4-0

STA Grant to
Herbfest
May 2023

Terry Masterson

From: Sturbridge MA via Sturbridge MA <cmsmailer@civicplus.com>
Sent: Friday, April 28, 2023 5:49 PM
To: Terry Masterson
Subject: Form submission from: STA Funding Application

Submitted on Friday, April 28, 2023 - 5:49pm
Submitted by anonymous user: 2600:8805:dc00:427:28fe:a6dd:cbd0:cb5c
Submitted values are:

Organization : Sturbridge Herbfest
Point of Contact : Sarah Greene
Contact Email: sargreene@gmail.com
Contact Phone Number: 508-347-2111

Please identify what type of organization you represent: Private citizen / volunteer group

Name of Event (if applicable) : Sturbridge Herbfest

Date and times for event (if applicable) : Saturday, September 20, 2023

Location of Event (if applicable) : Sturbridge Town Common

Please provide a detailed explanation of your proposal.: This year, 2023, will be the 4th Annual Sturbridge Herbfest. Each year our herbal network is growing and we want to use this funding to build our capacity to make the Sturbridge Herbfest a destination event. Funds acquired through this grant will be used to promote, advertise, build capacity, and expand our existing networks. Our total cost for the event is \$5276.54. In this proposal, fiscal year 2023, we are asking for \$2825.54. Our other costs \$2451 for staging the event (2 tents, tables, chairs, insurance, police) and further advertising costs will be expended in the fiscal year 2024.

Funding amount requested: \$2825.54

Provide a complete budget for your proposal. Be specific. :

Advertising

Many Hands 200
Turley Health & Wellness 225
Sturbridge Guide 213
Last Green Valley 100
Stonebridge Press villager 350
Terraboost (237.18 x 3) 711.54
Printing Costs (flyers & posters) 250
Website 150
Lawn Signs 24x18 7 @32 each 400

other expenses

Insurance for Sturbridge Common 176
Use of the Sturbridge Common 50

How will this proposal engage with the general public? The herbal teachers offering workshops and intensive classes in our event are highly acclaimed and well known for their expertise in nutrition, holistic health and herbal medicine. Health topics offered will include prevention, self care, how to reduce stress, strengthen immunity, respiratory health, and more. There are very few offerings of this type in New England and people are looking for information in these areas. The event will include 25-30 vendors offering artisan goods, crafts, nutritious teas and foods, instrument making, and plant identification walks located near the event. The event is

a combination of educational, informational, and social with opportunities to network. This year we will include information on other local events occurring on the same weekend. We will also have information about local hiking trails, restaurants, and other places that may be of interest to the herbal population visiting. We expect some of our herbal participants to be interested in the local dispensaries.

What is the economic impact to Sturbridge? :

This year 2023 we expect to attract 150-200 people to this event. Our 2022 herbfest had 123 registrations, 50 registrants being outside a 50 mile radius and a significant number of walk-ins. The event was held on Sturbridge Common and we expect an increased number of walk-ins. Our acclaimed herbal teachers come from several surrounding states, including RI, CT, VT, NH and ME. The reputation of these returning teachers, the growing awareness of our event and awareness to what else there is to do in Sturbridge leads us to believe our registrations and participants will grow in number (our estimate being 150-200 this year). Our website tracks from where our attendees come. 2022 showed that our attendees were coming from RI, CT, VT, NH and ME. We know that some teachers and some attendees stayed over night in and around Sturbridge in 2022. This year we will be tracking if attendees and our teachers stay.

There is a lunch hour scheduled and we will have on hand restaurant menus. In 2022 we provided a prepaid box lunch from Sturbridge Coffee House and are repeating that this year. The Boy Scouts had a food booth selling soup and drinks. Saw Dust Coffee House also had a booth selling coffee and sweets.

We plan on having kiosks or informational tables that show how close many beautiful trails and sites there are to see in Sturbridge. From our own Sturbridge herbal community we will offer store coupons, only eligible for use on Sunday (the day after our Saturday event).

We are seeking partnerships with local hotels to offer coupons or discounts to our herbfest participants and teachers.

Are you expecting to make any revenues from this project? : Yes

If 'yes' or 'maybe,' where will/might those revenues go? : They will be used to support, expand and improve the fourth annual Sturbridge Herbfest. They will also be used to pay for any unforeseen expenses. There is an entrance fee of \$15 in advance, \$25 on the day of the event and a \$75 fee for a vendor table.

Do you anticipate that a majority of the participants will be 'visitors' to Sturbridge? See description. : Maybe

If a majority of the event's participants are not 'visitors' by the above definition, how will it support tourism in Sturbridge? :

There is a lunch hour scheduled and we will have on hand restaurant menus. We provided a prepaid box lunch from Sturbridge Coffee House and are repeating that this year. Sawdust will be a food vendor for breakfast and the local Boy Scout troop will host a food booth.

From our own Sturbridge herbal community we will offer store coupons, only eligible for use on Sunday (the day after our Saturday event). We are seeking partnerships with local hotels to offer coupons or discounts to our herbfest participants and teachers.

This year we will include information on other local events occurring on the same weekend. We will also have information about local hiking trails, restaurants, and other places that may be of interest to the herbal population visiting. We expect some of our herbal participants to be interested in the local dispensaries.

Is there anything else that you feel is important for the STA to know? : Flyers and posters will be printed and delivered to local hotels and businesses and at all other herbal meeting or conferences. Informational articles will be posted in local newspapers and newsletters. We are in touch with the Chamber of Commerce and using their resources. We are reaching out to nonprofits in the area.

Have you reviewed the STA policies linked above? : Yes

Please review the STA's right to alter funding requests. See description below. : I acknowledge and understand the above statement.

Application Certification. See description below. : I have read and agree to adhere to all STA policies and requirements as stated above.

The results of this submission may be viewed at:

<https://www.sturbridge.gov/node/106334/submission/14096>

From: Sarah Martin <sarah@breaktheicemedia.com>
Sent: Thursday, August 03, 2023 5:19 PM
To: Terry Masterson; Sandra Gibson-Quigley
Cc: Colleen Senglaub
Subject: Update on Digital & Marketing Campaign Activities

Hi Terry and Sandy,

I will be on vacation starting tomorrow (Friday), Aug. 4 through Sunday, Aug. 13 and will not have access to email during this time. I wanted to take a moment to provide a quick update on our marketing activities, as well as connect you with my colleague Colleen who will be moving things forward and also be your main contact while I am away.

Colleen is handling the social media for Sturbridge and we have attached the August content calendar to this email. Please let her/us know if you have any edits to the posts provided here.

She is also in the process of setting up our Meta/Facebook and Google Paid Advertising Campaigns. The budget is running at an even split (\$5000 per platform) with a primary focus on driving traffic to the Experience Sturbridge website, and a secondary focus on gaining reach, exposure and page likes for the Experience Sturbridge brand. Colleen can chime in and share previews of the ads with you so you can get a sense of the direction that we are heading in. Edits and feedback are always appreciated.

Beyond that, the Yankee Magazine and Albany Times Union campaigns are set to run through the end of the month, but we've received updates that each are performing well. The website is another active area of focus for us—we have been furiously working through the location listings, adding new photos and connecting with partners to update content and descriptions.

Terry mentioned that your STA meeting might move to the evening of August 16th. If so, I am available to be in attendance that night and look forward to giving a full update at that meeting!

Best,

Sarah Martin

Director of Client Services