Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting Minutes**

Wednesday, February 28, 2024, 2023– 5:30 P.M.

**Members Present**:   
Sandra Gibson Quigley  
Jasmine Bell

Pete Champagne

**Absent:**

Nick Salvadore

Alex McConnon

**Guests:**

Bill Barnsley, Historian

Wendy Davis, Doll and Bear Shows

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

Sandra opened the meeting at 5:42 p.m. and welcomed everyone.

**Bill Barnsley and Sturbridge Town Graveyard**

Bill Barnsley joined the STA meeting to brief them on his research efforts to identify the names and research the backgrounds of those interred at the historic Town Graveyard. Bill completed a survey of the property and created a map with legend which is now stored at the Sturbridge Library. Bill offered an illustrated page of the graveyard headstones for use as a handout or for posting on web sites. Bill also noted that the graveyard is a challenging place to walk for visitors and the headstones are delicate objects with signs of fading and decay. Professional and sensitive cleaning would be a good goal. Jasmine inquired as to who could tackle these preservation issues and Sandy suggested that CPA funds may be a good source. Sandy also noted that the STA would be very considerate of funding any brochure for public access. It was agreed that Terry would work with Bill to position his page on the graveyard onto the Town and Tourism web sites.

**Wendy Collins Doll and Bear Show**

Wendy met with the STA to discuss a request for grant support for the next Doll and Bear show. June 2, 2024. Wendy noted that her shows have been in Sturbridge for 12 years with 2 per year. Her shows will comprise 117 tables with 35 vendors and 300 to 400 visitors and shoppers.

**Grant Award for Sturbridge Doll and Bear Show**

|  |  |
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| **Motion:** | To award $5,000 to the Sturbridge Doll and Bear Show from Marketing and Advertising in the FY 24 Budget. June 2, 2024 Show. |
|  | BY: J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Bell and Champagne |
| **Outcome:** | Approved 3-0 |

**Herbfest September 28, 2024**

**Grant Award for Herbfest FY25 September 28, 2024**

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| --- | --- |
| **Motion:** | To award $3,500 to Herbfest from FY25 Community Support for their Septemberr 28, 2024 event |
|  | BY: J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Bell and Champagne |
| **Outcome:** | Approved 3-0 |

**Designing Tourism Guidebook**

There was discussion about selecting a firm to complete the design of the Tourism Guidebook because a vendor selected earlier was unable to complete this project.

**Grant Award for Tourism Guidebook Design**

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| --- | --- |
| **Motion:** | To award $5,000 to Break The Ice Media from Marketing and Advertising in the FY 24 Budget to complete the design of the Tour Guide. |
|  | BY: J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Bell and Champagne |
| **Outcome:** | Approved 3-0 |

**Chamber Tourism Map Ad**

**Grant Award for Ad in the Chamber Tourism Map**

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| --- | --- |
| **Motion:** | To award $1,000 to the Chamber and Weathervane Publishing for an advertisement in its annual tourism map. |
|  | BY: J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Bell and Champagne |
| **Outcome:** | Approved 3-0 |

**Discussion on Regional Tourism**

There was general discussion about supporting regional tourism promotion through the Discover Central Massachusetts (DCM) Regional Tourism Council (RTC). DCM has submitted a request for support in the range of $5,000 to $10,000 which will yield various forms of digital marketing and advertising. After discussion it was agreed that:

1. Sarah Martin at BTI would be asked to contact DCM to discuss mutual areas of support.
2. The Director of DCM, Monique Messier would be invited to the March 13th STA meeting.

**Next STA Meeting**

There was agreement to work toward meeting on March 13th.

**Adjournment**

7:10PM

**Adjournment**

|  |  |
| --- | --- |
| **Motion:** | Adjourn Meeting |
|  | BY: J Bell SECOND: S Gibson Quigley |
| **Vote Record:** | Yes: Gibson Quigley, Bell, Champagne |
| **Outcome:** | Approved 3-0 |