Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, April 24, 2024– 5:30 P.M.

**Members Present**:   
Sandra Gibson-Quigley, Chair

Peter Champagne

Jasmine Bell

Emily Klamm

**Absent:**

Nick Salvadore

**Guests:**

Dale Gonyea, Sturbridge Resident, Applicant for STA Vacancy

Dan Flynn, Turley Publications

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

The meeting was opened at 5:36 pm by Chair Quigley who welcome Emily Klamm as a new member of the STA. Dale Gonyea was also welcomed and thanked for his interest in being appointed.

**Briefing with Sarah Martin, Break the Ice Media**

Sarah briefed the STA on their current marketing and digital advertising efforts. Sarah also noted that Break the Ice Media has begun to use a new organizational name: Travel Alliance Partners (TAP). Sarah submitted a report to support her presentation which detailed the very strong participation figures for the digital efforts to promote Sturbridge.

**Advertising Turley Publications**

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| **Motion:** | To approve a Half Page Ad with Turley Publications for a Summer Special Edition. $650 from FY24 MA Account |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson-Quigley, Bell, Champagne, Klamm |
| **Outcome:** | Approved 4-0 |

**Approval of February 28, 2024 Minutes**

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| **Motion:** | To approve STA Minutes for February 28, 2024 |
|  | BY: P Champagne SECOND: J Bell |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, Klamm |
| **Outcome:** | Approved 4-0 |

**Approval of Photography Shoot of Sturbridge in the Summerr**

There was general discussion of commissioning a photo shoot of Sturbridge attractions,, shops and landmarks to be taken soon once the Summer leaves arrive. Terry noted that Sperling offered a price quote of $5500 for a two day shoot. Terry noted that in 2023 price quotes were solicited from 3 media firms which were higher than this quote from Sperling. And Sperling was one of the quotes in 2023. Several STA members raised some informational questions:

1. Will all of the photos be shared with STA?
2. Would Sperling request photo crediting?
3. Would STA have unlimited use of the photos?

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| **Motion:** | To retain Sperling Interactive to complete a photographic audit of major Sturbridge landmarks, attractions, trails, and retail areas with a cost not to exceed $5500. FY24 from the MA Account |
|  | BY: J Bell SECOND: E Klamm |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, McConnon |
| **Outcome:** | Approved 3-0 |

**Interpretive Brochures on Town Graveyard**

The Sturbridge Historical Commission has submitted a grant application for funding to pay for replenishing a dwindling supply of the Town Common brochure and to fund the printing of a new brochure on the Town Graveyard. The STA did not take any action on the request and offered the following questions:

1. How many brochures will be printed?
2. Where will they be distributed?
3. What type of brochure box or holder will be used?
4. Where will they be positioned?

**Grant Award to Discover Central Massachusetts**

The STA continued discussion on a standing grant request from Discover Central Massachusetts, the region’s tourism agency. The funding would be used to help promote Sturbridge and the region more robustly. There was consensus and agreement to support this request.

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| **Motion:** | To appropriate $5,000 from the FY24 MA Budget for Discover Central Massachusetts for continued tourism promotion efforts |
|  | BY: J Bell SECOND: E Klamm |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, McConnon |
| **Outcome:** | Approved 4-0 |

**FY 2025 --- Grant Award to Sturbridge Recreation for Concerts on the Common**

As in previous seasons; the Sturbridge Recreation Department has requested grant support in the amount of $4,675.00 to fund two concerts. These are: $3175 July 25, 2024 The Abletones and $1,500 July 18, 2024 Bad News Jazz/Blues Orchestra.

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| **Motion:** | To allocate $4,675.00 from the FY2025 Community Support Fund to support two concerts in July 2024. |
|  | BY: P Champagne SECOND: J Bell |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, Klamm |
| **Outcome:** | Approved 4-0 |

**STA Budget Fund Transfer Approval**

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| **Motion:** | To TRANSFER $10,000 from Community Support TO Marketing Advertising for the FY 2024 Budget |
|  | BY: J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, Klamm |
| **Outcome:** | Approved 4-0 |

**Next Meeting and Adjournment**

Wednesday, May 29, 2024

5:30PM

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| **Motion:** | To Adjourn at 7:30 |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, Klamm |
| **Outcome:** | Approved 4-0 |