Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, December 13, 2023 – 5:30 P.M.

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

Peter Champagne

Jasmine Bell

**Absent:**

Nick Salvadore

Alex McConnon

**Guests:**

Shane Burke, Concert Organizer

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

The meeting was opened at 5:40pm by Chair Quigley

**Discussion of Tropical Dreams Concert Events**

Share Burke, the owner operator of Tropical Dream concerts met with the STA to discuss the outcomes from his December 2023 concerts and his plans for shows in July. Shane noted that the December show was down a little in revenues and attendees. Shane offered insights and details about his concert attendees and how far they travel to attend. The STA was appreciative of the concerts and foot traffic that these shows are bringing to Sturbridge hotels and local businesses.

**Appropriation of $7,000.00 from the STA Community Support Account FY 2025**

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| **Motion:** | To appropriate $7,000.00 from Community Support FY25 Budget |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

**Update on Sturbridge Video, Tourism Map and Business of the Year Awards (BOYA)**

Terry offered some updates on the Video and Tourism Map and Chair Quigley briefed the STA on plans for the upcoming LaFayette Commemoration.

**Map**

The creation of the map is coming to a conclusion. Agreements have been reached on the map’s graphics and that it will be easy to read within a 4x9 brochure. The final task will be to confirm the list of all businesses to be placed into the Map Index. A current rendering of the map was shared with the STA members and all were supportive of its current condition.

**Sturbridge Video**

While the tourism video has been completed, there is talks with OSV about having an interpreter offer some opening and welcoming remarks to the video. OSV has agreed to this and has asked for a sample message that the interpreter can offer.

**LaFayette Commemoration**

Chair Quigley updated the STA on plans for this Tuesday, September 3rd event. The initial program for the event will include a ceremony on the Town Common in which an interpreter for LaFayette will walk to the Common fro Charlton Street. An arch along with music, costumed interpreters from local historical societies and OSV will be arranged. A dinner at Publick House is also being worked on.

**BOYA Awards**

There was general conversation about when to sponsor the annual BOYA Award program and have the award program. It was agreed that voting will be in March and the awards will be in April. The grant awards will be issued in July 2024 which is the start of the new fiscal year and that will awardees more time to use their grant.

**STA Appropriations**

The STA acted upon and approved the following appropriations:

**Appropriation of $375.00 for Holiday Shop Local Ad**

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| **Motion:** | To appropriate $375.00 from Marketing and Advertising for FY24 to Weathervane Publishing for a Shop Local Ad in the Hometown Shopper |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

**Appropriation of $1000.00 for Chamber Directory Ad**

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| **Motion:** | To appropriate $1000.00 from Marketing and Advertising for FY24 to the Central South Mass Chamber for a full page ad in their upcoming Membership Directory. |
|  | BY P Champagne SECOND: J Bell |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

**Appropriation of $337.50 to Sperling Interactive**

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| **Motion:** | To appropriate $375.00 from Marketing and Advertising for FY24 to Weathervane Publishing for a Shop Local Ad in the Hometown Shopper |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

**Appropriation of $775.00 for Ad in Regional Tourism Guide**

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| **Motion:** | To appropriate $775.00 from Marketing and Advertising for FY24 to Discover Central Massachusetts to pay for a half page ad. |
|  | BY: J Bell SECOND: S Gibson Quigley |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

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

**Appropriation of $3000.00 for Relief Grants for Businesses**

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| **Motion:** | To appropriate $3000.00 from FY24 Marketing and Advertising to award 3 businesses affected by a recent fire that impacted their operations. The grants would be available for 20-20 Optical, Thai Place, and Lake Road Living. Each $1,000 grant would have to be spent before the end of the Fiscal Year by June 1st. |
|  | BY J Bell SECOND: S Gibson Quigley |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

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| **Outcome:** | Approved 3-0 |

**STA Grant for 2023 Santa Stroll**

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| **Motion:** | To appropriate $560.00 from Marketing and Advertising for FY24 to reimburse the Painted Stone for expenditures to promote and advertise this new program. |
|  | BY S Gibson Quigley SECOND: P Champagne |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell, |
| **Outcome:** | Approved 3-0 |

**Discussion of BOYA 2022 Award to Whoopie Doo Cupcakes**

Terry briefed the STA on an unexpended BOYA Award to Whoopie Doo Cupcakes which happened since this business changed owners and for different reasons, the grant was never expended. There was consensus that the STA would reconsider this only after the current 2023 Award program if Whoopie Doo won the 2023 contest.

**Next Meeting**

Wednesday, January 10, 2024

5:30PM

**Adjournment**

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| **Motion:** | To Adjourn at 7:35 |
|  | BY P Champagne SECOND: S Gibson Quigley |
| **Vote Record:** | **Yes:** Gibson Quigley, Champagne, Bell |
| **Outcome:** | Approved 3-0 |