Sturbridge Tourist Association

*A Committee of the Town of Sturbridge*

**Regular Monthly Meeting**

Wednesday, September 13, 2023 5:30 P.M.

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

Peter Champagne

Jasmine Bell

Nick Salvadore

**Absent:**

Alex McConnon

**Staff Present**:

Terry Masterson, Economic Development/Tourism Coordinator

**Meeting Open**

The meeting opened at 5:35 p.m. .

**Acceptance of STA Minutes for July 17 Meeting**

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| **Motion:** | To accept and approve the Minutes for the STA meeting of July 17th. |
| **First and Second** | P Champagne and J Bell |
| **Vote** | Yes – Bell ,Champagne, Gibson Quigley and Salvadore |
| **Outcome** | 4-0 |
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**Discussion of a Current Activities and Issues**

There was general discussion of the following issues and projects:

1. The quantity of social media posts by BTI was viewed positively.
2. And the attraction of 35 new Instagram followers
3. There was discussion about informing any business first before there is a post or PR message.
4. Discussion also on the issue of measuring not just reach but impact.
5. There was discussion on the creation of a hotel room card to promote the Sturbridge web site.
6. It was felt that photos in the Ad Templates should be of Sturbridge shops, food and beverage and trails first.
7. And that multiple photos were better than one image.

**Sturbridge Tourism Map**

There was further discussion on the tourism map with a consensus on selecting a map maker.

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| **Motion:** | To expend up to $5,000 to Shields Design to begin work on creating a tourism map for Sturbridge. . |
| **First and Second** | N Salvadore and J Bell |
| **Vote** | Yes – Bell ,Champagne, Gibson Quigley and Salvadore |
| **Outcome** | 4-0 |
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**Next Meeting**

Wednesday, October 11, 2023- 5:30PM

**Adjournment**

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| **Motion:** | To Adjourn at 8:10 |
|  | BY J Bell SECOND: P Champagne |
| **Vote Record:** | **Yes:** Salvadore, Gibson Quigley, Champagne, Bell |
| **Outcome:** | Approved 4-0 |