

## COLLABORATIVE ADS – “DISCOVER SANDWICH”

Meeting , May 9, 2005

[attendance] [brochure project] [newspaper ads] [community guide] [magazine ad] [chamber of commerce?] [next meeting]

### ATTENDANCE

Present at the Corner House were Sarah Zuccarelli, Lisa Shambaugh, Don Brown, Ellen Lemburg, Sue Dial, Sue Davies, Michael Zellweger, Gunnar Berg, Lois Carmody, Betsy Leiper, Ben Adriance, Jennifer Allen, and Patsy Carega (thanks to Patsy for taking these notes!).

### BROCHURE:

Approximately 30 people have responded to the brochure project. Another ten or so are still possibilities. Those who have not committed will be contacted to see if they are interested. Lisa will call Janina to give her the go ahead to begin the project. The final deadline to be included in the brochure is Wednesday at noon.

Points of interest for the map:

Churches, Library, Schools, Fairgrounds, Durgin Bridge, Town Hall, Fire and Police Stations, Sandwich Notch, Meade Base, Lower Corner, Jose Bridge, Bennett Street Trails, Alice B. Thompson Trail. It was agreed to let Janina choose the points of interest she wishes to include. Trails perhaps should be listed separately.

“603” is not on the brochure. We agreed it should be there and will ask Janina to include 603 in a headline somewhere on the brochure.

Robin Dustin has given us permission to use any part of her father’s map of Center Sandwich.

Printers: Three printers estimates were considered and the group voted to accept Underground Printing’s (Ossipee) bid. 10,000 copies of the brochure will be printed on ivory paper with dark red or dark brown ink.

We will figure out how each business will pay for the brochure. To be announced.

The distribution of the brochure will be done by volunteers. Lois Carmody has already volunteered her services.

### NEWSPAPER ADS:

Salmon Press

Meredith News: If you would like to include your ad in the "Discover Sandwich" Section of the Meredith News call Jennifer Rollins at 279 4165 X131. Noon on Monday is the deadline for the following Thursday paper. The paper gives a better rate to the group and will bill each business directly.

Holiday Map Ad: (Project IV)

Michael Zellweger has made a map of Sandwich which includes listings of our businesses. It was agreed that we would run the map in the Meredith News in a separate half page add before big weekends: The weekends include: Memorial Day, Fourth of July, Old Home Week, Labor Day, Columbus Day and Christmas in Sandwich (first weekend of December). Also a possibility is Presidents weekend (also Dog Sled Weekend). The cost would be approximately \$200.00 or \$5 per business. Eight people present voted in favor of the map for Memorial Day Weekend. Michael will send an e-mail to see who is interested.

Currently the map includes only those who were listed in the Community Guide project. If you'd like to add your business to the map, please contact Michael. michaelz@yourwebsight.com - 284-6890 or 393-6819

LAKES REGION COMMUNITY GUIDE

The publisher has pushed back the distribution date for the guide.

The new date for the Winni Guide is May 15th.

HEART OF NEW HAMPSHIRE MAGAZINE PROJECT:

The deadline (already extended is May 15th). The magazine would give us 3 pages: 2 full color pages plus a one page story for \$3200. The story would be a driving map along route 113. Perks include listing in the back under Market Place with a four color photograph (optional) and listing on the magazine's website. The summer issue (June) of the magazine features Squam Lake and Wolfeboro. The fall issue (September) of the magazine features the Sandwich Fair. The present idea is to include the article and map in the summer issue and the map only in the fall issue. The magazines are distributed to Visitor's Centers, Doctor's offices, Law Offices, Beauty shops, Dentists, and Car Dealers to name a few. There was an idea to ask the magazine to include the article in the fall issue, however, many of our businesses are seasonal so June would be better. Michael will send an e-mail asking for interest: he will also include a price scale to see who would be interested at which price. Sunday, May 15th will be the deadline.

CHAMBER OF COMMERCE?

As the group is acting as a Chamber, is it possible to get State assistance for some of our projects to promote Sandwich. Do we have to be classified as a non profit? Can we tie into the Squam Lakes or Meredith Chambers? Matching grants (JPP funding) could be possible but includes much work. Lisa

volunteered to do some research in September. If anyone has information regarding this or would be willing to investigate further, please share your findings with the group.

**NEXT MEETING:**

Friday May 27th at 8:30 at the Corner House.

(date tentative - we'd like to be able to proof the brochure at this meeting, but it's possible that Janina may not have a proof ready by this time.)