

## SANDWICH BUSINESS GROUP MINUTES

MAY 27th, 2005

### MEMBERS PRESENT:

Lisa Shambaugh, Don Brown, Joyce Lund, Don Sutton, Shirley (Dana) Bevins, Jennifer Allen, Susan Dail, Lois Carmody, Patsy Carega

### BROCHURE:

Janina Lamb presented her draught of the brochure. It has a 19th century feel to it with "hand" pointers indicating the different categories of business in Sandwich, type face and she also feels our choice of brown ink on cream paper is consistant with the feel of the brochure.

She has used old pictures of Sandwich on the front of the brochure with a text telling about the merchants of Sandwich and giving a brief history of the town. It was suggested to mention the rural beauty and the continuation of the art's tradition in this area.

Small Map: Change Center Sandwich to be the same size as North Sandwich.

Large Map: Will include cartoon figures such as skiers, skaters and the like....

There will be no icons on the map, just circles with numbers representing the business found in the list of merchants.

There is no mention of the churches though the Federated Church was willing to pay. The Federated Churches and the Friends Meeting House will be included as drawings.

A discussion as to whether or not trail heads and hikes should be included resulted in a sentence being added to the text stating that "hikes and trailheads can be found in the area".

Events listed in the brochure should be listed in order. Dog Sled Races and "Christmas in the Village" should be added. As there is a limit to the amount of text, the art show on the green was deemed to be part of Old Home Week.

Recycling Center and Post Office will be removed from the map.

Police tel. Number will include only 284-7777.

Janina is looking for a skinny picture of the mountains if any one has one.

Numbers in the brochure will be sequential. This is a clear and less confusing system.

Categories will stay as they are on the back of the map but the numbers will change to be sequential. The group voted to remove icons from the map and replace with circles with number inside. The group also voted that the numbers should be sequential on the list of businesses not on the map side. (Janina's preference too).

The draught should be ready soon. Janina will send it to Michael who will post it to us for proof read.

Thanks to Janina!

Brochures will be stored at the Corner House Inn and at The North Sandwich Store Art Gallery.

#### CHECKING ACCOUNT:

To facilitate our doing collaborative projects, Don and Lisa looked into a checking account at Meredith Savings. It will cost us \$50.00 to register with the State and file for a tax ID. number. The registration is good for 5 years. The account simplifies the payment of our bills and gives a place to put our checks. Don's accountant at the Corner House Inn will reconcile the account.

The fifty dollar registration fee will be included in the brochure cost which is a big project for the group. An additional \$20.00 is to be added for the purchase of checks. The cost to each member will be \$2 -\$3. As we are non profit, there is no monthly fee.

Checks should be sent to the Corner House Inn, P.O. Box 204, Ctr. Sandwich, 03227.

#### GROUP NAME

The group voted to call ourselves "The Sandwich Business Group". (SBG). Don will file with the State. The following will have signature rights for the account: Don Brown, Sue Davis, Joyce Lund, and Lisa Shambaugh.

Patsy Carega was made secretary.

#### COMMUNITY GUIDE:

Since the Community Guide is still not out, Joyce called Jennifer Rollins to see what was the delay. Jennifer said that the Guide was to be "dropped" at all the newspaper drops this week. The printer had printed half but for some reason the second half was not delivered. Since the Guide is no longer to be an insert the group felt that we were not getting the exposure we had paid for and there were thus limits on our circulation. As a result the Meredith News has offered us compensation for the delay. Salmon Press will give us a half page add split in two (the map and listings) in the Meredith News, The Carroll County Independent and the Granite State in their June 2 and June 30 papers.

#### UPDATE - 6/03/05

The Community Guide has been promised to be out next week. It remains unclear whether it will be inserted in next weeks paper or distributed otherwise. Jennifer will request that Rick insert it in the weekly paper but no promises were made.

In return for our inconvenience and disappointment, the community guide map and locator was published in the Meredith News this past week, half page size, free of charge. It will be published in the Meredith News, The Carroll County Independent and the Granite State News each week FOR THE REST OF THE MONTH half page size, free of charge. This tempers my disappointment with the problems we've had concerning this project.

#### HEART OF NH:

Don showed Michael's mock up of the add for Heart of NH.

There are twenty participants. It will cost each approximately \$80.

The publisher is writing a new article to accompany our ad. The first article apparently hardly got to Sandwich and mentioned a few businesses in Holderness by name. This was disappointing to our group. The new article does not mention businesses by name but does cover most of route 113. We were offered the opportunity to write the article ourselves: next time we should take it!

Next is the Fall Ad. The September/October Issue will focus on the Sandwich Fair. The cost is \$1460 for a full page.

Do not forget that all advertisers are given free listings in the back of the magazine and on the website. In his last e-mail (May 22) Michael provided links to Heart of New Hampshire. It is up to each advertiser to sign up. At this point we will each be billed directly by the magazine.

#### NEW BUSINESS:

Conway Daily Sun: Joint Advertising

Tamworth Arts Council: Advertising

#### NEXT MEETING:

Monday, June 20 at 8:30 at the Corner House.

UPDATED: Next meeting will be June 27th at 8:30 at the Corner House (not the 20th)

#### Agenda:

Distribute Brochure

Fall issue Heart of NH

Squam Lake Chamber of Commerce presentation: What they can do for Sandwich Business Group

Elect Board of Directors or Continue on with flexible direction, Secretary (Patsy) and Communications Manager (Michael).

Register sandwichbusinessgroup.org and designate discoversandwich.com for a public site? Interest in such?

Any other business time.)