

## SANDWICH BUSINESS GROUP

### MINUTES

January 4, 2010

ATTENDING: Ben Adriance, Becca Boyden, Don Brown, Patsy Carega, Diane Johnson, Janina Lamb, Tony Lieper, Susan Lirakis, Bob MacArthur, Nancy Papp, Lisa Scott

Chairman Don Brown called the meeting to order at 8:40 a.m. at Mocha Rizing.

### APPROVAL OF MINUTES

The minutes of the December 7, 2009 meeting were approved.

### TREASURER'S REPORT

In the absence of the Treasurer there was no report.

### 2010 BROCHURE

Janina sought feedback from the group on last year's version of the brochure. She noted that we might have to change the format if our membership increases. As an example of an alternative format, she circulated a copy of the Squam Lakes Natural Science Center brochure. The brochure consists of 3 pages stapled in the middle and would accommodate an expanded SBG membership. It contains several 4-color photographs. It would cost more than our current version.

Patsy likes the current format; most visitors to her gallery choose our brochure over others to take with them.

Tony likes the idea of a little booklet; it would be more durable.

Becca likes the size of the current map. The map is the seller. She also likes the elegance of the current brochure.

Diane finds the current brochure size ideal for slipping her own brochure inside. That is a value.

Don suggested that if we have our current number of members the current brochure serves us well. If we add members, we may consider the booklet format.

Janina noted that a full color brochure could replicate the color scheme of our current brochure. In addition, the 4-colors would greatly enhance any pictures and the map. Janina agreed to secure a quote for full color in time for further discussion at the February meeting.

Don asked for volunteers to work with Janina to provide copy and photos. Diane and Patsy volunteered, and Don Sutton was volunteered in absentia.

Timetable: In order for us to have the brochure back from the printer by May 1st, Janina will need to have our copy and pictures by March 15th.

Brochure Distribution:

Last year we produced 25,000 brochures and contracted with BRG to distribute many of them in the central corridor of the state. We also mailed 8,000 to the residents of neighboring towns. The perception is that there are few brochures left over. The marketing committee will propose the distribution plan for this year.

#### WEBSITE:

Don Sutton is our webmaster. He has set up Google analytics to assess the number and types of visits to the site. It will take a few months for the program to generate some numbers for us. Don S. is also considering enhancements to the site, such as YouTube, blogging, twittering, etc. Don B. noted Don Sutton's service with great appreciation. He also suggested that we cultivate possible successors for the time when Don S. chooses to stop.

#### COMMITTEE REPORTS

##### Marketing committee

The committee will be meeting soon to propose membership fees for 2010.

##### Nominating Committee

Don Sutton and Patsy Carega served as the nominating committee for next year's officers. They have proposed the same slate as currently serves and will introduce the slate for action at the annual meeting later this month.

Don Brown, President

Patsy Carega, Vice President

Julie Deak, Treasurer

Bob MacArthur, Secretary

Bob noted that he would like to step down as secretary after 2010. Likewise, Don Brown encourages the group to identify a presidential candidate for 2011. The SBG needs to start grooming potential new officer candidates during the year.

#### UPCOMING BUSINESS FORUMS AND NETWORK EVENTS:

Wednesday January 13

Social Media Workshop sponsored by Central NH Chambers. 4:00-6:00 p.m. at Boyd Auditorium at PSU.

Wednesday January 13

MicroCredit-NH business networking event (rescheduled from December 9th). 6:00-8:00 p.m. at the Corner House Inn. Light refreshments and door prizes. Cost \$5.00. To register contact Janet Cote, MicroCredit-NH Regional Manager, at 620-0319 or [jcote@microcreditnh.org](mailto:jcote@microcreditnh.org)

Wednesday January 27

SBG Annual Meeting. 6:30 p.m. at the Corner House Inn. Agenda includes election of officers for 2010, review of 2009 and preview for 2010. Networking with Sandwich business owners and employees.

Hearty Hors d'oeuvres and beverages - \$15 per person. As she did last year, Lisa agreed to mail post card reminders to members.

Saturday January 30

Sandwich Winter Carnival. SBG may help with participation and snow sculptures.

Saturday February 20

Sandwich Sled Dog Races. SBG is a Lead Dog Sponsor.

IDEAS FOR SECOND CUP CONVERSATION FOR NEXT MONTH?

Don B will ask Don S about updating the group on what he has done as webmaster.

NEXT MEETING

The next SBG meeting will be February 1, 2010 at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

The meeting was adjourned at 9:35 a.m.

Respectfully Submitted,

Bob MacArthur

SECOND CUP CONVERSATION

After a brief break Jaime Killeen, senior sales associate of Avant-Garde Marketing Solutions, led a conversation about credit card processing and small business marketing opportunities, both of which are available through his company. Jaime is a local rep, residing in Tamworth, and is enthusiastic about sharing ways that his company can help our membership grow their businesses.