

## SANDWICH BUSINESS GROUP

### MINUTES

January 10, 2011

### ATTENDING

Ben Adriance, Becca Boyden, Don Brown, Patsy Carega, Susan Davies, Julie Deak, Bob MacArthur, Nancy Papp

### CALL TO ORDER

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

### APPROVAL OF MINUTES

The minutes of the December 6th meeting were approved.

### TREASURER'S REPORT

Julie reported a balance in the account of \$1,686.87 as of January 1, 2011. Including outstanding receivables, the adjusted balance is \$2,740.87. The Treasurer's report was approved.

### ONGOING BUSINESS

#### Winter Community Events

#### Winter Carnival – January 29th

We have received no requests for support.

#### Sled Dog Race – February 19th

No update.

#### 2011 Marketing Initiatives

#### SBG Survey

Don Brown received 11 replies to date. Five out of the 11 came from people who normally don't attend meetings. Don has not yet reviewed them for comments. We agreed to phone those whom we haven't heard from and do the survey over the phone. Don will send a list of names to call. We agreed to complete this task by January 17th and report results to Don.

#### 2011 Budget

We will follow the outline we have used for the past couple of years. The only other possible new expenses would be bumper stickers, if we continue to pursue that possibility, and/or recommendations coming from the results of the member survey.

#### Discover Sandwich Brochure

The Discover Sandwich brochure continues to be a primary marketing and budget item. Julie reported feedback from visitors that the intensity of color used on the map in the brochure made it more difficult

to read. It was agreed to ask Janina to adjust the color of the map. Don will ask Janina to attend our next meeting.

#### Membership Dues for 2011

It was moved, seconded and approved to keep dues at the 2010 level.

#### Nominating Committee

The nominating committee will recommend the election of the sitting President (Don Brown), Vice President (Patsy Carega) and Treasurer (Julie Deak) for continuing in their roles. We are still waiting confirmation of a candidate to serve as secretary.

The Annual Meeting - Wednesday January 26th beginning at 6:30 p.m.

Don offered to provide food and music that will support a Tropical Sandwich theme. We agreed to send post cards and email announcements with a request for RSVP. Patsy agreed to serve as a greeter. She will encourage people to register for attendance and complete a name tag. Becca offered an Advice to the Players T-shirt as a door prize and others offered to contribute items for door prizes.

#### NEW BUSINESS

##### Master Plan Meeting

We discussed the upcoming community meeting to provide input on the proposed Master Plan. We agreed to remind our members to attend the meeting on January 11th and to voice their opinions regarding how the proposed master plan advances or restricts their interests as business owners.

#### NEXT MEETING

The next SBG meeting will be February 7th at 8:30 a.m. at Mocha Rizing.

#### ADJOURNMENT

The meeting was adjourned at 9:30 a.m.

Respectfully Submitted,

Bob MacArthur