

SBG MINUTES

JANUARY 23, 2006

PRESENT: Don Brown, Lisa Shambaugh, Betsy Leiper, Tony Leiper, Ted Adriance, Sue Dail, Paula Kuehn, Nan Russell, Sue Davies, Patsy Carega, Lois Carmody, Diane Johnson, Joyce Lund.

RECAP of last year's projects and this year's initiative:

Brochure

Website

Joint Advertising (Salmon Press, Community Guide and N.H. Magazine)

(Open to those members of the group wishing to participate but not included in membership fee)

REACTION to Membership package including brochure and website for \$100.00.

Some felt it was too expensive. The majority of those talked to thought it was a good price. Some people were interested in the site alone, others the brochure alone. There are quite a few new organizations interested in joining. There will also be some attrition.

THREE TIER MEMBERSHIP FEE

After group discussion a three-tier membership was voted on and approved by the group. \$100.00 includes a page on the website with a link to the businesses website ("enhanced listing") plus participation in the brochure. \$50.00 includes a simple listing on the website and participation in the brochure. \$35.00 includes participation in the brochure only.

REPRINT OF BROCHURES:

Don checked out the cost to print 4 color on two sides of the brochure. It rose from \$800 to \$3400 for 10,000. Color on one side only was price at \$3000 for 10,000.

To increase the size from 6 panels to 8 panels would cost \$1200. Also to be included in reprint estimate are revision costs. (Janina and Michael). The increase in membership will take care of the expense of expanding the brochure.

WEBSITE

Michael does have a presentation for us but was unable to make the meeting today.

DISTRIBUTION OF BROCHURE

Diane Johnson came prepared with a great report on how to handle the distribution of our brochures at State rest areas and welcome centers.

REGARDING WEBSITES LINKED TO STATE WEBSITE. Through the NH Website (marketing department of the NH Department of Transportation) you can reach the NH Tourism website where anyone can list their information and link to the NH Tourism site. Diane Johnson has more information on this.

To distribute our brochure at Welcome Centers and Rest Areas we need to be approved.

The next approval meeting is March 1. The committee needs to see ten of our brochures (last year's will do). The brochures are distributed either year around or for a limited period. The committee needs to know how many brochures we print. We are responsible for replenishing brochures at the areas we chose and we need to bring the approval letter with us when replenishing. We can apply for 17 centers (Statewide), 8 centers (Regional) or 4 centers (Local). The estimated number of brochures per center is 500 for a full year.

Diane also provided a map of State distribution points. (Attached to this report)

Though we first determined that we would focus on Local distribution, after discussion the group decided to opt for Regional distribution targeting the following centers:

Canterbury, Littleton, N. Conway, Seabrook, Rumney, Nashua, and Salem.

The group voted to approve the distribution at a Regional level including the above centers.

At the next meeting we will discuss local distribution of the brochures that the SBG handles through our own volunteers such as delivering brochures to banks etc...

Don and Lisa will check with Michael and Janina regard revision costs for the brochure.

Lois and Don will communicate with last year's participants to see if they still wish to be a part of the group and at which level.

We voted to reprint another 10,000 brochures.

THE NEXT MEETING WILL BE FEBRUARY 13TH AT 8: 30 AT THE CORNER HOUSE.ime.)