

SANDWICH BUSINESS GROUP

MINUTES

OCTOBER 1, 2007

MEMBERS PRESENT: Gunnar Berg, Don Brown, Sarah Zucarelli, Lisa Shambaugh, Julie Deak, Tom Thiel, Diane Johnson.

Lisa called the meeting to order.

SECRETARY: Patsy Carega

The minutes for the last meeting were amended. A motion was made and seconded to accept the minutes from September 10, 2007.

TREASURER: Julie Deak

Julie reported that more payments for dues had been received. Sarah Zuccarelli called everyone who was delinquent and the results were that almost everyone has paid.

Julie also reported that we are ahead of budget. We have not spent a lot on Website yet. It is included in membership. Don Sutton has taken over Michael Z.'s job as web master. He has given his time and expertise gratis. Many thanks, Don S. !

Gunnar Berg has the same program so he is also able to help with web updates and projects.

LOGO:

The group moved to accept the logo used for the Weirs Time ad as the SBG's official logo.

BY-LAWS:

A motion was made and seconded to accept the new By-Laws. A copy is attached to the minutes.

TOWN INFORMATION: DON BROWN

Don Brown spoke about the Town of Sandwich and what is going on at Town Hall to make Sandwich a more vibrant place. The Selectmen are aware of the necessity to make Sandwich more attractive. Sidewalks are being discussed, the Planning Board has created a task force to look into parking in town and make suggestions back to the Planning Board. The SBG should be more of a player as these plans are being made. High speed internet access is also necessary to make the town thrive.

Gunnar Berg suggested that a "splash page" featuring SBG businesses that would come up every time someone logged onto the internet at the library. The library needs to expand bands, Cyberpine needs to find a way to pay for them. The splash page would serve as advertising space for the group. In the summer time many summer people use the internet at the library.

Another idea is to have the town sponsor internet access. Internet access is usually built into the town budget. It depends how much the splash page would cost,

HEART OF NH / BROCHURES:

Brochures:

20,000 were printed

4,000 were given to Heart of NH

3000 are at the CHI

Rest were member distributed.

Of the 4000 at Heart of NH, 3300 were distributed to 76 locations. The brochures were not distributed to all 130 locations. They felt some were not appropriate drops for our brochure. We will discuss next year if we want to use them again.

Karen from Heart of NH suggested we use a little color on the brochure. She also reminded that the top line is the first thing that people notice. Most often it is the only thing that shows.

It was suggested that perhaps we should collaborate with the Sandwich Fair Distribution. The fair uses "Here's Where" Co. There is also Fosters and Good Go. Best Red Guide: Sandwich is not listed. A representative would be willing to come to one of our meetings. These are distributed both winter and summer. They also print. Don B. will call for information.

SANDWICH FAIR COMMITTEE

Judi Dunlap is the chair of his committee. Sarah Zuccarelli will help her. Brochures need be gotten to the booth as well as members "handouts". Volunteers are needed to man the booth. Our table is in the Craft Building where it was last year. The committee was given "carte blanche" to decorate the booth as they wished. Sarah suggested using the Sanctuary as an "appeal" to draw people to the booth.

TONWOOD FESTIVAL: Tom Thiel

Tom Thiel reported that his festival had brought in approximately 75 to 100 people. They raved about the venue and were impressed with the would. To quote Tom: "It was a rousing success on a moderate scale".

BUSINESS AFTER HOURS

We should begin Business after Hours so that members can network with one another. BAH should begin this winter.

NEXT MEETING: NOVEMBER 5TH AT 8:30 A.M.

Agenda: Marketing, Budget, Slate of Officers.

Patricia Ladd Carega

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