

Sandwich Business Group Meeting Minutes – Oct. 3, 2011

Attendees: Don Brown, Jane Brown, Patsy Carega, Becca Boyden, Julie Deak, Ben Adriance, Cindy Oxtan.

Meeting called to order approximately 8:45 AM.

Secretary's report (review of Sept. 12, 2011 minutes). Minutes were approved as written.

Treasurer's report given by Julie Deak. We have a current bank balance of \$2,147.91. There will be some end of year adjustments (1 more month's brochure distribution, webmaster fee, etc.) but we should end the year close to the balance we are currently carrying.

Recap of Sept. 22 BAH at Patsy Carega's Gallery:

About 15+ people attended. A few were interested townspeople who were not SBG members. Guests got to network, watch Ben Adriance's chair-caning demonstration, and view the gallery's great local art.

Nice refreshments provided by Patsy, Nancy Papp, and Don Brown.

Upcoming Fall/Winter Events

A discussion of upcoming events ensued – Sandwich Fair, Halloween Hauntings, and Christmas in the Village. Nancy Papp mentioned that there would be a meeting that week regarding the organizing of a "haunted walk" in town.

There was a consensus that the SBG would help to underwrite the horse drawn carriage ride at the Christmas Fair in December. No amount was decided upon, to be revisited at Nov.'s SBG mtg. There was some discussion that perhaps a different source for the wagon ride might be more reliable, as last year it had to be cancelled due to the forecast of snow and a lame horse.

Cindy Oxtan has reserved the MVSB Ctr. Harbor branch lobby for SBG members to decorate with business displays starting two weeks prior to the Christmas Fair date. We will need member volunteers to set up the display.

Old Business

Discover Sandwich directional sign – Don reported that the Moultonboro compliance officer denied the sign request and we will need to apply for a variance. Becky will pursue further with compliance officer Don Cahoon.

Future BAH's: After discussion, it was decided that we should try to schedule 5 Business After Hours (or Business Networking Evenings) during the course of the year.

The suggested schedule is: January (our annual mtg.); March/April; June; September; and early November. Katie O'Connell has expressed interest in hosting a BAH, and as there was some concern as to road conditions accessing her location we will ask her if she would like to host the next "warm weather" event (June).

Youth League Sponsorship – Rec. Director Leo Greene is interested in having the SBG sponsor T-shirts or something similar. The anticipated timeline is next spring. We will revisit at the appropriate time.

Action items were discussed, but no plan of action was laid out. They will be revisited at our next meeting. Those items include: 1) create checklist for local brochure distribution points; 2) mobilize a core group to review 2012 marketing options; 3) Explore joint advertising with ATP; 4) create a membership recruitment packet.

New Business None introduced at this time

Next Meeting Thursday, Nov. 3 8:30 AM Mocha Rizing