

## SANDWICH BUSINESS GROUP

### MINUTES

November 1, 2010

### ATTENDING

Ben Adriance, Becca Boyden, Don Brown, Patsy Carega, Susan Davies, Julie Deak, Bob MacArthur, Lisa Scott, Don Sutton,

### CALL TO ORDER

President Don Brown called the meeting to order at 8:35 a.m. at Mocha Rizing.

### APPROVAL OF MINUTES

The minutes of the October 4th meeting were approved.

### TREASURER'S REPORT

Julie reported little change from last month's activity. If all receivables come in, she anticipates finishing the year approximately \$3,000 in the black, which is similar to where we were a year ago. The Treasurer's report was accepted.

### ONGOING BUSINESS

#### Winter Community Events

#### MVSB Lobby, Center Harbor

We have secured the lobby display area at the Center Harbor branch of the Meredith Village Savings Bank to advertise Christmas in the Village during the period Nov 15th – December 3rd. Don B, Don S, Patsy and Susan agreed to create the display. They will meet at the bank at 8:00 on the 15th to assemble the display.

#### Christmas in the Village

Don S attended a planning meeting of the Sandwich Crafters. They would like to have the horse drawn wagon again this year, preferably for both days. They are seeking to raise funds from their members. If requested, SBG agreed to contribute the same amount as last year to support the horse drawn wagon.

#### Winter Carnival

We deferred discussion of this event until the January meeting.

#### Sled Dog Race

This event takes place February 19th. Because the event was cancelled last year, the event committee decided to hold SBG's contribution from last year to be applied this year.

#### 2011 Marketing Initiatives

Don Brown and Don Sutton were the only members of the marketing committee of the whole to meet October 22nd. Don Brown reported. He began with the Discover Sandwich Brochure. The brochure is the glue that holds the SBG together. He and Don Sutton recommend continuing next year with the new 4-color design we adopted this year. It continues to get favorable reviews from those who distribute it and those who receive it.

The two Dons also recommend continuing to affiliate with the local chambers of commerce. The cost is minimal, and among other things the affiliations serve us in the distribution of the Discover Sandwich brochure.

The topic of whether or not to invest resources in enhancing our internet presence launched a discussion of SBG's mission that consumed much of the remaining meeting agenda. All agreed it was an important conversation. What is the focus of SBG, and what are we doing? We currently have 60 members, but there may be as many local businesses that choose not to belong. Do we know why?

Don Sutton characterized our current situation as a vision crisis. He reminded everyone that we were founded in 2005 to do cooperative marketing. Do we want to do more? If so, we need to do some research. Surveying current members and non-members is necessary. Lisa suggested that we phone people whom we know who are not members and engage them in a conversation to discover their needs. At Lisa's recommendation we agreed to email Don Sutton five questions that we think would be effective in conducting our phone survey of non-members. Don will consolidate them and compile them into a survey. The deadline for these emails is Sunday noon, November 7th. Don Brown agreed to send a mailing to all members announcing this initiative and enlisting their assistance.

Don Brown reported on Jim Saunderson's recent visit to Sandwich during the Fair weekend. Jim is the head of the Division of Travel and Tourism of the State of NH Department of Resources Economic Development. While here, Jim visited the Corner House, the Patsy Carega Gallery and the Fair. He was gathering information for promotional efforts to prospects in the UK and Ireland.

Nominating Committee

Don S and Patsy will meet soon.

Second Cup Topics

We agreed to ask Christine Cherry to present on Social Media at the January or February meetings.

NEXT MEETING

The next SBG meeting will be December 6th at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

The meeting was adjourned at 9:40 a.m.

Respectfully Submitted,

Bob MacArthur