

Sandwich Business Group Meeting Minutes – Nov. 3, 2011

Attendees: Don Brown, Jane Brown, Patsy Carega, Becca Boyden, Ben Adriance, Don Sutton, Leslie Jose, Nancy Papp.

Meeting called to order approximately 8:45 AM.

Secretary's report (review of Oct. 3, 2011 minutes): Becca pointed out a spelling correction to her name from last month's minutes. Minutes were approved with correction.

Treasurer's report: In absence of treasurer Julie Deak, Don Brown reported that some headway has been made in collecting receivables from membership. There are a couple of more to follow up with. Don believes there may still be one more monthly BRG brochure distribution installment of \$160 to be made. Our bank balance hovers around \$2100 and we expect to end the year at that approximate same level.

Fall/Winter Events

Halloween Hauntings: A brief discussion ensued about the Halloween Hauntings in town. There was a haunted trail this year, organized by the rec. dept. Nancy Papp suggested that a way that SBG businesses might benefit from this great community event would be to hand out "treats" to the grown-ups that are a promotional incentive to revisit the business in the future. Good idea!

Christmas in the Village: A multi-pronged discussion ensued about the Crafts Fair weekend in town, and how the SBG might support the endeavor. One possible way would be for some SBG members to help coordinate a joint marketing effort with the surrounding area towns' crafts fairs and other Christmas-related events. Possible methods could be fliers, posters, newspaper ads and/or press releases, community-service radio spots, etc.

Another suggestion was for some of the craft locations (town center businesses such as Mocha Rizing, Surroundings, Willow Pond, Sandwich Home Industries, Anne Made) to stay open later (7pm?; 9 pm?) to encourage late shoppers to come into town. This could be enhanced by staging late afternoon/evening events (music, tree lighting, caroling, refreshments, special meal offers) at locations like Mocha Rizing and Corner House.

We can send out a feeler to membership to gauge interest in staying open later on Saturday of Craft Fair.

Nancy Papp mentioned that the Craft Fair at the Moultonboro School has some tables available to rent for \$30. Discussion involved SBG renting a table, placing member craft wares etc., and creating awareness that Sandwich is holding a craft fair on the same day. Motion was made and approved to secure a table. Leslie Jose volunteered to man it. Membership will be solicited to encourage placement of their wares at the table.

Ben asked if Cindy Oxton had scheduled for the Christmas Fair to be advertised on the MVSBS electronic board in Meredith. We will follow up with Cindy on that.

Old Business

Discover Sandwich directional sign – no new progress to report. Becca will pursue further with compliance officer Don Cahoon.

New Business

Starr Hope solicited for advertising from SBG as a group or as individual members in the upcoming Clearlakes Chorale program for a Dec. 10 + 11 Christmas Concert in Wolfeboro. Deadline is already upon us. Discussion decided that the SBG as a group should not take out the ad, but that individual members could decide to join together in a collaborative ad. We are awaiting word from the program printers to determine if the deadline can be stretched out a little. If so, membership will be contacted via email to gauge interest. Don will send out inquiry to membership. Nancy will be the person for interested businesses to contact. The likelihood is an 1/8 (\$50) or ¼ page (\$80) ad, with each participant's financial obligation being in the \$10 - \$20 range.

Don informed the group that our brochure printer (TDS) had contacted Janina and said that they were sitting on a printing overrun of 9000 2011 DS brochures. If we were interested in having them "finished" (glossed) they would do so and deliver them for \$350. Although the "price is right" it was decided that since we still have about 6000 brochures on hand from our original print run of 25,000 it probably is an unnecessary expense. It is doubtful that we could effectively distribute an extra 9000 at little to no distribution cost at this point in the year.

Setting up member business displays in the lobby of the MVSBC Center Harbor lobby was discussed. Cindy Oxtan has reserved the space for the two weeks prior to the Sandwich Christmas Crafts Fair.

Volunteers to set up were identified as Don B., Jane, Don S., Patsy, Leslie, and Ben.

Next BAH event: SBG annual meeting in January. Date was set for Wed. Jan. 18. Time: 6:30 pm.

Location: Corner House Inn. Theme: arts oriented? Mardi Gras? – to be further discussed at Dec. mtg.

As meeting was running long, Don mentioned that there were several action items pending, the two most important being 1) Form a core group to review marketing options for 2012; and 2) Create a membership recruitment packet. These 2 important issues were tabled for today's discussion but will be a focal point of Dec.'s meeting.

Other action items still needing follow-up: 3) create a checklist for local brochure distribution points; and 4) Explore joint advertising with ATTP. Becca reported that an initial dialogue with Janina suggested creating a folding brochure that could have a "poster" display when unfolded on one side. This would give it a multi-purpose use. Janina quoted a rough cost of \$5000 for design and printing costs (& distribution?). Reaction by SBG members in attendance is that it was a high price tag, and that sponsorship opportunities need to be explored (MVSBC?; JPP funding?) in order to make that sort of printed piece feasible.

Adjournment: Meeting adjourned approx. 10:20 AM

Next Meeting Monday, Dec. 5 8:30 AM Mocha Rizing