

SANDWICH BUSINESS GROUP

MINUTES

NOVEMBER 13, 2006

MEMBERS PRESENT: Sarah Zuccarelli, Betsy Leiper, Tony Leiper, Don Sutton, Walt Robinson, Lisa Shambaugh, Don Brown, Joyce Lund, Julie Deak, Tom Klein, Sue Davies and Patsy Carega.

President Lisa Shambaugh called the meeting to order at 8:30 a.m. Don Brown introduced Buzz Robinson who came to the meeting on behalf of the Sandwich Fair.

Lisa read the minutes from the Executive Committee Meeting held on October 30. She explained that the Executive Committee was made up of those members who had been involved since the very beginning of the group. The purpose of the Executive Committee meeting was to review our Mission Statement and the structure of the Sandwich Business Group.

MISSION STATEMENT: The mission statement the Executive Committee tentatively crafted was as follows: "The mission of the Sandwich Business Group is to market our businesses collectively and to do so in a manner that will preserve and protect the unique heritage of Sandwich, NH". Don Brown elaborated on the mission by rewording it to read: The mission of the Sandwich Business Group is to market our businesses collectively, create networking opportunities for our members and to do so in a manner to preserve and protect the unique heritage of Sandwich, NH."

Tony Leiper suggested that perhaps the group should also be a conduit for news, such as local events. The focus thus far has been marketing. Perhaps we should be looking for other benefits beyond marketing.

STRUCTURE: ELECTION OF NEXT YEAR'S BOARD: Lisa read the slate proposed by the Executive Committee. The slate included co-presidents. Don Sutton questioned the effectiveness of co-presidents and a vice president. These three positions seem to create a different and more complex set of communications for the board. Tom Kein motioned that we elect a

President and Vice President.

The following members were elected to serve on next year's board: President: Lisa Shambaugh, Vice President: Don Brown, Treasurer: Julie Deak, Corresponding Secretary: Tom Klein, and Recording Secretary: PatsyCarega

It was agreed that we would open a Post Office box for the SBG. Tom Klein will open the box next week. We will thereby have a permanent mailing address.

FINANCIAL REPORT: Don Brown gave the financial report (attached). As of November 12, 2006 we have \$114.14 in the bank

Discussion followed as to the need to streamline our membership structure. Members have been confused about what they have signed up for and how much their dues are.

It was agreed to refund membership fees to Kitchen Renovations.

We have an outstanding bill from CTM for the additional distribution of the brochure last fall in the lakes region. Only 8-10 people responded to the e-mail Don sent last August. Members who did respond are asked to donate \$25.00 to cover the amount owed to CTM.

Thus far we have "bare boning" the expenses of the group's projects. Perhaps we should revisit this practice and come up with a flat membership fee that would provide a cushion that would allow for activity during the year.

COMMITTEE CHAIRS APPOINTED BY THE BOARD: Michael Z. will be moving. He will continue to host our site while Don Sutton will become more involved in maintaining it. "Communications" is too big for one person to manage. It will work under the chairmanship of the Corresponding Secretary. Committee Chairs: COMMUNICATIONS: Tom Klein, EVENTS: Joyce Lund, and MARKETING: Don Sutton. Don B. asked that everyone present join at least one committee. At the next meeting the Committee Heads will announce their committees.

MARKETING REPORT: Don Sutton. Don and his committee have been investigating opportunities for the 2007 season and how to accomplish them. The membership of our group is diverse. Part is represented by businesses that are more internally focused and the other part is represented by businesses more focused on tourism. The one source of marketing that works for everyone is word of mouth. The Sandwich board is an important vehicle in the summertime but what about other seasons? The website is important and the brochure is important not only as a marketing tool but as a service guide. Perhaps the brochure should be mailed locally. The committee is still working on costs of marketing opportunities for 2007. By the beginning of the year Don will have his committee's recommendations ready for the group to act upon.

Lisa asked exactly how many service businesses were members versus tourist oriented businesses. Service oriented businesses represent more than 50% of the group. These members do not respond to advertising projects. The brochure is the one vehicle that seems to work for all members. Doing a mailing locally and to the surrounding towns is a great idea.

Advertising in magazines (Heart of NH) worked the first time around, as everyone was willing to try. The second ad was less successful and this year no one wanted to take part. How does the mission statement work regarding the findings of the marketing committee? We should realize that members want to pay their dues and have things done for them. What should we be offering our membership?

The Mission Statement was tabled for the next meeting.

FUTURE MEETINGS: It was suggested that meetings be in the evening on alternating dates. Meetings will be held on the first Monday of each month. The next meeting will be December 4th at 8:30 A.M. The January meeting will most probably be moved from January 1 to January 7th. It will be at 7:30 P.M. All meetings will be at the Corner House Inn.