

## Sandwich Business Group Meeting Minutes – Dec. 5, 2011

Attendees: Don Sutton, Patsy Carega, Becca Boyden, Ben Adriance, Susan Davies, Leslie Jose, Nancy Papp, Julie Deak, Nancy Hansen, Diane Johnson, Cindy Oxton, Leo Greene Jr. and Don Brown.

Meeting called to order 8:30 AM.

Secretary's report (review of Nov. 3, 2011 minutes): Minutes were approved as written.

Treasurer's report: Treasurer Julie Deak reported a current SBG bank balance of \$ 1960.52. \$494.76 remains in member receivables from 2011, and all known payables for 2011 have been met, including early payment of SLACC membership dues for 2012. Upon discussion and affirmative vote, \$200 was approved to remit to Don Sutton for annual webmaster services. Motion to accept report was moved and voted in the affirmative.

### Seasonal Events

Christmas in the Village: General consensus by those present was that the weekend event was well attended by holiday shoppers, especially on Saturday. Marketing by the Crafters group was good this year (posters, newspaper ads, public service announcements), and the unseasonably warm weather was undoubtedly a positive influence as well.

Mocha Rizing stayed open until 7pm on Saturday, and featured a cooperative effort with Patsy Carega Gallery, Nancy Hansen Sewing, Wholly Tara Shop, CC White knitting, and Poca Designs (Maggie Porter).

Other efforts which helped to publicize the weekend event included a table display facilitated by Nancy Papp at the Moultonborough School Christmas Fair held on Sat. Dec. 3; a lobby display of Sandwich businesses at the MVSb Ctr. Harbor branch; and the promoting of Sandwich Christmas in the Village on the roadside electronic sign at the MVSb Meredith branch, facilitated by Cindy Oxton.

Breakfast with Santa held at the Corner House on Sat. a.m. was well attended, but less so than the previous year.

Ideas for next year: Help to create a map highlighting the various area events and activities being held on the same weekend next year. Could be used to create awareness and encourage shopper participation between area towns. This could be an area that the SBG could become more involved in the Christmas in the Village event.

Cindy Oxton suggested that such a map could be considered as a MVSb statement stuffer prior to the Dec. event. Also, we might ask MVSb to promote Christmas in the Village on their roadside electronic sign in Laconia as well, next year.

The Sandwich Historical Society should be approached next fall to gauge their interest in helping to promote the weekend.

SBG involvement in Christmas in the Village for 2012 should be a topic on our first post-summer monthly meeting agenda in September 2012.

Community Christmas Tree Party – Sun. Dec. 18, 3:30 pm at town hall. Diane Johnson and Nancy Papp heading up. Need volunteers for gift wrapping.

4:30 pm – Live Church Nativity scene, headed up by Iris Devens.

Sandwich Winter Carnival – Sat. Jan. 28. Leo Greene spoke of his desire to condense the activities into a shorter day (late a.m. til dusk, bonfire). Anyone interested in helping with carnival activities may contact Leo at the Sandwich Recreation Dept.

Sandwich Sled Dog Race – Sat. Feb. 18. No information has yet been received re: the event. Consensus of members present was that the SBG would again help to sponsor the event. We will revisit the topic at our January meeting.

#### Old Business

Discover Sandwich directional sign – no new progress to report.

SBG Annual Meeting – Wed. Jan. 18, 6:30 pm at the Corner House Inn. After brief discussion it was decided to again have a theme for the meeting – this year: Mardi Gras!

Further details will be discussed at our January meeting.

Clearlakes Chorale program advertising: 9 SBG businesses participated in a collaborative ad in the program for the Christmas concert in Wolfeboro. Cost to each participant was \$10.

#### New Business

##### Action Items:

Form a core group to review marketing options for 2012: Volunteers to work in committee on this are: Julie Deak, Ben Adriance, Patsy Carega, Leslie Jose, Nancy Hansen, Don Sutton, and Don Brown. Meeting schedule will be organized by Julie Deak with intent to meet prior to next SBG monthly meeting on Jan. 2, 2012. Items to consider include: Inn@Mills Falls Magazine (encourage editor to include articles on Sandwich; possible SBG collaborative ad); contact Elizabeth MacRelish (Squam Arts Workshops) who is very marketing savvy; revisit “Here’s Where” brochure rack program; etc.

Create a membership recruitment packet. Volunteers to work in committee on this are: Susan Davies, Patsy Carega, Diane Johnson, Leslie Jose, Don Sutton and Don Brown.

Create a checklist for local brochure distribution points.

Explore joint advertising with ATTP: Becca reported that initial recommendation from Janina Lamb to create a folding brochure which could fold out into a poster is probably unrealistic from a cost perspective for this year. A simpler poster concept is still under consideration to promote July and Aug. arts events in Sandwich, along with educational programs & classes, workshops, gallery walks and openings, artists on the green, etc. Will continue to develop this concept with possibility of SBG help in underwriting costs, or perhaps advertising fees for businesses with events highlighted on poster. ATTP is planning a community event party on Feb. 12 at either the Benz Ctr. or the town hall.

Nomination Committee for 2012 SBG officers: It was suggested that the newly formed membership recruitment committee should roll this task into their agenda. Julie Deak offered to stay on as treasurer in 2012. Don Brown (pres.) and Patsy Carega (VP) will serve again, but would like to see new involvement in the group’s leadership. There currently is no sitting secretary for the group, so this is a post that needs to be filled in 2012. Leslie Jose will approach Bonnie Toomey about her interest.

Adjournment: Meeting adjourned at 9:30 AM

Next Meeting Monday, Jan. 2, 2012 8:30 AM @ Corner House Inn