

SANDWICH BUSINESS GROUP

MINUTES

December 6, 2010

ATTENDING

Ben Adriance, Don Brown, Patsy Carega, Susan Davies, Julie Deak, Susan Lirakis, Bob MacArthur, 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 November 1st meeting were approved.

TREASURER'S REPORT

Julie reported a balance in the account of \$1909.30 as of December 4th. The Treasurer's report was approved.

ONGOING BUSINESS

Winter Community Events

Christmas in the Village

We did not have the horse and carriage ride, because John Knight was concerned about the weather forecast; one of his horses doesn't do well in snow. Ben reported that the attendance was down at the school. Susan reported that the Industries had a good turnout.

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

SBG Survey

Don Brown distributed the surveys by email. They will be mailed to those who don't use email. The completed surveys are due 12/15.

2011 Budget

The budget will be constructed after we receive the survey results. Among the categories to be included are the following: the design and printing of the Discover Sandwich brochure, Internet, Collaborative Ads, Affiliation with local chambers and organizations, sponsorships, SBG bumper stickers and Discover Sandwich directional signs. The marketing committee under Don Sutton's leadership will prepare the preliminary budget that is approved at the annual meeting.

Nominating Committee

Don S and Patsy are in the final stages of the nominating process.

Second Cup Topics

We generated possible topics for a forum with town officials.

The town recreation program and the pros and cons of SBG sponsoring team(s)

Parking

How does the highway department work with the state re: road maintenance?

Plans for more pedestrian walkways in town

Low cost advertising and marketing sites

How to write press releases and how to distribute them?

Annual Meeting

January 26th is the date. We will follow the same format as in previous years. Don Brown is looking for a fun activity and/or festive theme.

NEXT MEETING

The next SBG meeting will be January 10th at 8:30 a.m. at Mocha Rizing. We'll invite Leo Green to join us..

ADJOURNMENT

The meeting was adjourned at 9:30 a.m.

Respectfully Submitted,

Bob MacArthur