

SANDWICH BUSINESS GROUP

MINUTES

December 10, 2007

ATTENDING:

Members: Don Brown, Diane Johnson, Lisa Shambaugh, Don Sutton

Guests: Bob MacArthur, Tom Thiel

APPROVAL OF MINUTES

A motion was moved and seconded to accept the minutes of the November 7th meeting. Motion carried.

TREASURER'S REPORT

In the absence of the treasurer and substantial financial activity since the last meeting, there was no report.

NOMINATING COMMITTEE

The Nominating Committee of Don Sutton, Lisa Shambaugh and Joyce Lund proposed the following slate of officers for 2008.

President: Don Brown

Vice President: Patsy Carega

Treasurer: Julie Deak

Secretary: Bob MacArthur

It was moved and seconded to bring this slate to the annual meeting in January for a vote. Discussion included clarification that the job descriptions for the officers appear in the By-Laws that are published on the SBG web site.

Motion carried.

MARKETING COMMITTEE

Don Sutton reported that at a meeting on November 29th the Marketing Committee reviewed potential strategies from the plan adopted last year, including radio spots, greater exposure through the Discover Sandwich web site, better signage around town, SBG membership categories and SBG membership in area chambers of commerce. It was noted that last year SBG joined the Lakes Region Association. Under consideration this year is SBG membership in Ossipee and/or Meredith. Given the fact that the brochure has been the core promotional piece for SBG, Lisa recommended that the brochure be on the agenda for the January 7th meeting. The Marketing Committee will meet again December 12th to finalize a proposal for membership categories and dues for 2008 to be submitted to the annual meeting.

SBG MEETINGS

Monthly: Monthly meetings in 2007 were scheduled variously in the morning and evening to encourage greater participation of members. The alternating schedule did not yield greater attendance and led to confusion for some about when meetings were held. For 2008 it was agreed to hold the SBG meetings on the first Monday of the month at 8:30 a.m. at the Corner House Inn.

Annual Meeting: The date for the annual meeting was set for Wednesday January 23rd beginning at 6:00 p.m. The executive committee will finalize the details, including the location and agenda.

TOPICS OF DISCUSSION

Sandwich Fair: Tom inquired about the results of the Fair. Diane reported that attendance was approximately 5,000 less than 2006, which had almost perfect weather, but the Fair is doing fine financially. The Fair budgets reserves that can absorb one bad year and 2-3 mediocre years. Don Brown reported that the SBG booth experienced a good turn out and was successful.

Crafts Fair: Diane reported that this year there were fewer locations but the number of participating businesses was stable. Saturday was a good day and attracted more people from beyond. Sunday drew more local folks. The number of similar events in the region is growing. Discussion followed on whether and how SBG could partner with local groups to develop a unique draw that would set the Sandwich Crafts Fair apart.

SBG Support Services to Member Businesses: Tom inquired if SBG provided support services such as accounting and insurance, related to operating small businesses. Diane suggested Micro-Credit NH as a resource. It was also noted that if we operate in partnership with the Town, the Town's insurance can cover small businesses for the specific event.

NEXT MEETING

The next meeting will be January 7, 2008 at 8:30 a.m. at the Corner House Inn.

ADJOURNMENT

Respectfully Submitted,

Bob MacArthur

(Drafted for the Occasion)