

SANDWICH BUSINESS GROUP

MINUTES

February 7, 2011

Present: Becca Boyden, Janina Lamb, Julie Deak, Ben Adriance, Patsy Carega, Don Brown, Don Sutton, Cindy Oxtan, Katie O'Connell, Sue Davies

CALL TO ORDER:

President Don Brown called the meeting to order at 8:40 am at the Corner House Inn.

SECRETARY'S REPORT:

The minutes of the Jan 10th meeting were approved. Minutes of the meetings are located on the Sandwich Business Group website.

TREASURER'S REPORT:

Julie reported that 3 membership forms have been received. The group voted at the annual meeting to keep the membership fees at \$90. Additional \$50 to have "enhanced" listing on website in addition to contact info. Treasurer's report was approved.

NEW BUSINESS:

Recent Events & Upcoming Events:

20 people attended annual meeting (out of 59 members).

Sled Dog Race Feb 19th—no worries that recent ice impacted trails, conditions, etc. Julie and Marsha are in charge of organizing efforts to make treats, help out, etc.

The Winter Carnival was held last weekend. Don Sutton would like to get some good pictures of the event to put on the discover sandwich website.

Survey Feedback

Don Brown handed out copies of the survey results and discussed some general themes. We got 26 respondents. Some would like to be more involved in organizing and helping with SBG events. Coordinating our planning (w/ Leo Greene, Rec. Dir., for example) Extend and invite to Leo to attend monthly meetings to see if we can coordinate town events and how SBG can be a part of Rec. events in town. Getting pictures of events on the website is important

Tamworth is undertaking a project to create more visibility for Tamworth businesses. So far they have identified over 300 businesses. It may be helpful to find out what the objectives of the effort are and how it is being conducted. Perhaps there ways we can cooperate with this. Nobody was quite sure who was heading the effort (Pat Farley used to do it).

All 26 respondents unanimous NO's on running a blog. So this idea will be tabled for awhile unless someone comes forward to create and maintain a blog

There was lots of discussion relative to sponsoring events in town. Some ideas could require volunteer help, others less so like sponsoring a youth team and putting Sandwich Business Group on the t-shirts. Striking a balance between more aggressive attempts at getting potential customers into Sandwich and maintaining the character of the town is important.

Brochure

The consensus was that last year's brochure was very successful and only minor modifications need to be made this year. Janina was at the meeting and provided a number of ideas on potential improvements. A number of suggestions were also provided by those present. We will need to decide on any changes in pictures. In addition, Janina's schedule makes it imperative that the initial editing be done by the 1st of April which means we have to make sure changes in membership are identified early.

As in past years, Don Sutton will work with Janina on the business listing edits. The production schedule will probably mean that members of the group will have to do any final proofing as Janina will be out of the country.

Sandwich Fair Ad

The general consensus was that we would like to have an ad in the brochure. Don Brown will talk to the fair committee to see if we can get last year's reduced price.

Best Read Guide:

Don recapped the 7 distribution centers: Canterbury, Hooksett North, Lebanon, Littleton, North Conway, Salem, and Seabook.; the length of distribution: 4 months (distribution begins June 11 and ends Sept. 30th, 2011; and the price: Rate per month is \$165 per month (all zones), and \$45 per month (for 7 welcome centers). Welcome center state fee= \$14. Total price per # of brochures: \$854. Cost is the same this year.

NEXT MEETING:

Monday March 7th at 8:30am at the Corner House Inn at . Membership renewal status will be reviewed.

ADJOURNMENT:

The meeting was adjourned about 9:45.