

SBG

Meeting Minutes

March 3, 2006

Members Present: Carl and Barbara Harris, Gunner Berg, Lisa Shambaugh, Don Sutton, Don Brown, Ted Adriance, Peter Barnard, Amy Chase, Linda Marshall, Sue Dail, Joyce Lund, Diane Cook Johnson, Lois Carmody, Tom Klein, Tony Leiper, Jennifer Allen, Peggy Merrit, Sue Davies and Patsy Carega.

#### BROCHURE AND WEBSITE

All information needs to be sent to Michael by next Monday (March 13) for website and brochure.

Thus far 49 businesses have committed. There are 82 on the spreadsheet.

We will work with the same format as last year. To differentiate we will change the color of the ink possibly to hunter green or dark blue. We will also add the year to the front. It would be nice to find new photographs for the front and the back of the brochure. The paper will stay the same.

We also will need photographs for the website. Gunner will add a SBG Photo Folder to the Sandwich board where people can drop images.

Membership in SBG is three tiered:

\$35.00 Base Membership

\$50.00 Standard

\$100 Enhanced Listing.

Send checks to: Sandwich Business Group (Don Brown)

PO Box 204

Center Sandwich, 03227

#### BROCHURE DISTRIBUTION

The State has changed its policy on brochure distribution at Visitor Centers and Rest Areas.

It is now necessary to rent a space at the cost of \$2.00 per month per Center.

We must hire one of two companies to distribute our brochures. It costs \$300 to cover 4 Areas for 12 months or \$25.00 per month for the same coverage for 6 months. The distributors will help us work up the number of brochures we need. We are planning to give them 5000. The distribution company will alert us if our supply is running low. We need to decide on which company to use by March 15th.

Diane Johnson has applied to the State for our permit to rent space.

The busiest areas are Sea Brook, Hooksett North, Salem, and North Conway.

We agreed to get our production cost for the brochure and then decide about the Rest Areas.

The two distributors are Big Red Guide and CMT.

The consensus was to hire a company for the entire year.

We voted to go forward with the State distribution.

#### COMMITTEES FORMED

Committee to deal with Chambers: Diane Johnson, Don Sutton and Sue Davies.

Committee to scan photographs: Michael Z, Gunner and Peggy Merritt.

Tom Klein and Michael Z. will get a data base going for Janina and chase down information for brochure and website.

Jennifer Allen will find out the advertising rates and publication dates for NH magazine.

Don Brown will call Jennifer Rollins at Salmon press to find out about the Community Guide. We will also continue the group advertising "Discover Sandwich" block. He will also find out about rates.

#### SANDWICH FAIR

The deadline to advertise is March 18th. (Fran at 284 7062) Michael will find out the price of a full-page ad. The new map won't be done but we could do a business directory.

Do we want to take booth space at the fair? The problem is to man the space.

NEXT MEETING MARCH 27th, 8:30 at the Corner House. rch 6th – 8:30AM at the Corner House