

SANDWICH BUSINESS GROUP

MINUTES

March 7, 2011

PRESENT: Julie Deak, Leo Greene Jr. Don Brown, Patsy Carega, Becca Boyden, Don Sutton, Katie O'Connell, Gunnar Berg.

CALL TO ORDER: President Don Brown called the meeting to order at 8:38 a.m.

TREASURER'S REPORT:

Membership Drive: General discussion about how to gather up the "stragglers." The main concern is to get any changes to the business listings done ASAP so the brochure can go to print. Don Brown asked what the difference between business description is between the enhanced listing vs. the general description. The basic listing is name, location, contact info. There are a few businesses that have expressed interest in joining the SBG. Don Brown will follow up with them. A list of members not renewed as of yet was passed around and those present split it up to make phone calls. Perhaps next year we should send out invoices.

NEW BUSINESS:

Survey:

Group visibility: People are interested in increasing the visibility of the group. Facebook? Other venues for us to expand our public awareness.

Meeting structure. Should we meet quarterly? Monthly for now to get the brochure done, and a hiatus for the summer... but should fall/winter be fewer meetings? "Maybe more of a "chamber after hours" meeting which would be hosted at different sites throughout the year?" Those businesses who were interested could offer up their space and do a finger food networking opportunity with a mini meeting of some kind... spotlight on something important. Don B. noted that we still need to have a common location for regular meetings. Becca commented that not only do we want to "swell the membership" but to engage people socially—maybe this will encourage people to come out and get more involved. Don S mentioned that folks did ask for networking on the survey... Julie mentioned that some people just can't make it to morning meetings so a more social meeting would get others out to network and connect with each other.

Brochure: Janina is working on the design. Same printer as last year. Chief competitor came in closer in price this year, but last year's printer still came in more cost effective. Janina needs everything by her Paris departure date (April 8th) and preferably earlier. The final proofing is our responsibility this year since Janina is gone. Let's give ourselves a week before her departure... March 25th absolute deadline.

Business After Hours to review brochure proof: Wed. April 13th, @ the Corner House 5-7 p.m.

Brochure Distribution: Two of the Welcome Centers we have paid to have our brochure in are up for "cuts" which means they may not be open. Should we look at others to be in, or should we trim down to 5. We are in: Salem, Canterbury, Hooksett North, Seabrook North, North Conway (Littleton and Lebanon look like they'll be axed).

OTHER BUSINESS:

Sandwich Recreation Director, Leo Greene Jr. was present and we discussed how the SBG and Rec Department could work together

Winter Carnival: Leo noted that the Winter Carnival is a completely under utilized event. Most of the money spent at the Winter Carnival was spent out of town. For instance, snowshoes were rented out of town; some of the food was brought in from out of town. The day is too long, especially for an elementary school kids. The time of the year doesn't particularly help us in the retail arena... for example if it were before Christmas—more retail. He is looking at a large Nordic race that Sandwich businesses could sponsor. Nordic is growing—really great winter opportunity for all of us...expanding trails, state champions train here.

Old Home Week: Leo would like to have some smaller events like a Triathlon that could have some sponsorship/retail tie ins. Tennis Tournament has an option to look at sponsorship... pre-event or an after party. A few ideas were thrown out for OHW: Gallery Walk on the 12th, Artist on the Green on the 11th, Field Day is on the 10th, Advice To The Players the 5, 6, &7th, Dragonfly can do yoga every day of OHW and do a class in different locations for different levels, ages, etc. Other businesses who might like to get involved... Leo mentioned that the printouts/fliers for OHW will list businesses & contact information. If we have events planned, they need to be given to Leo for inclusion in the OHW brochure.

There is a gap in the spring (Fall is the Fair, already utilizes local businesses) for a townwide activity. What to do in this "gap."

Other opportunities: Youth teams, concert events. Lots of discussion about the logistics of concerts from the the day, ending times, rain dates, to police details, etc

Signage: Leo said that signage for businesses for a single day during OHW is probably OK. Don B mentioned that a single day doesn't really give the kind of exposure a business will want (or that will be worthwhile). Sports team sponsorship. Leo noted the difficulty with business sponsorships—this \$ goes into the general fund first, and then gets funneled back as needed for uniforms, equipment, etc. Julie D suggested that there is an expendable trust for recreation, but not sure how it can be used. Every week an article goes into the Meredith News and sponsors are always mentioned in these weekly blogs. Next step is to have the garment move along with the kid/family so the sponsorship visibility doesn't end with the season.

Other Advertising:

Best Read Guide cooperative event needs to be put together.... The cost depends on how many people go in on it. \$150 bucks per business if 5 or 6 people got on board.

Ossipee Chamber... their guide comes out soon, so if folks are interested, we need to jump on it.

Barnstormers also coordinating their flier/booklet...

Other

Gunnar talked on upgrading Cyberpine... providing a townwide public hotspot (used to be split between Mocha, Library, and Pub) An open hot spot would be available for everyone—free or should people pay for it. Should SBG help pay for this and get our name out there as a sponsor for internet in town?

NEXT MEETING:

Monday April 4th at 8:30am at the Corner House Inn at .

ADJOURNMENT:

The meeting was adjourned about 10:10.