

SBG MEETING

March 27, 2006

MEMBERS PRESENT: Diane Johnson, Michael Zellweger, Lois Carmody, Lisa Shambaugh, Don Brown, Peggy Merritt, Tom Klein, Amy Chase, Don Sutton, Ben Adriance, Barbara Harris, Susan Davies, Ted Adriance and Patsy Carega.

BROCHURE:

We have 73 businesses in the brochure thus we have 73 members of the Sandwich Business Group.

Don presented the printers quotes:

Independent (Ossipee): 10,000 for \$830, 15,000 for \$1160 and 20,000 for \$1460.00.

Tyler Graphics (Laconia) 10,000 for \$856.00, 15,000 for \$1185.00 and 20,000 for \$1495.

Morgan (Manchester) 10,000 for \$1262, 15,000 for \$1518, 20,000 for \$1772.00

Penmore (Lewiston, ME) 10,000 for \$1319.00, 15,000 for \$1683 and 20,000 for \$2063.

Underground (last year's printer) 10,000 for \$740.00, 15,000 for \$1051, 20,000 for \$1375.

Underground is under new management. Janina recommended Independent. The group voted to recommend Independent to Janina but to let her have the final say. She is the one who will be dealing with the printer and her design.

Michael brought in the mock up for the 2006 brochure. He showed us samples printed in green and brown ink on the same paper as we used last year. The group voted to print in brown ink. The new photographs look great.

The group voted to print 20,000 brochures subject to our being approved by the State. Should we not be approved we will print 10,000. Don will check "re-print" cost.

REVIEW YOUR BROCHURE LISTING. DEADLINE SATURDAY, APRIL 1.

You may edit it by going to Sandwichbusinessgroup.com. There will be an "edit brochure" direction. Or you can go to the Corner House or the North Sandwich store where proofs will be available to OK or edit.

Michael asked for two people to help make sure the edits are done and checked.

All edits need to be in by Saturday at noon. (April 1, 2006). Janina needs to have the proof back and edited by Monday.

CONTACT MEMBERSHIP

Tom Klein was elected Corresponding Secretary. He will send a mailing to the membership asking for the best way to contact each of us: e-mail or mail. He will also ask for an update of all of our information that will serve as the database for the group.

Tom's letter will include a return postcard addressed back to him. The letter will also tell members where, by when and how to proof and edit the brochure. Tom's letter will go out tomorrow.

MEREDITH NEWS: Diane's Column

Meetings and important messages to our members will be announced in Diane Johnson's weekly column.

SANDWICH FAIR

So far we have had 11 replies to a two page ad in the Sandwich Fair Book.

We would like 30 people at \$10 a head for the ad. Part of the ad would be a map, and a short write up on our organization. The second page would be a list of advertisers.

The sign up is on the website and Tom will include this in his letter. We will use the road map for this ad and the information we used at the Fair last year.

COMMITTEE TO PROOF THE MAP AND BROCHURE (the "dot" committee)

Amy Chase, Don Brown, Sue Davies, Michael Z and Lisa Shambaugh.

SALMON PRESS COMMUNITY GUIDE

Deadline May 4th, Publication May 28th.

20,000 copies plus reprint will be distributed until Labor Day. They will hold last year's price of \$1000 for a two-page spread. Map and Listings.

The cost would be approximately \$33.00 for 30 participants. (Based on last year's figures). Use the "Road Map" which is easier to read and better adapted for Newspapers than Janina's more artistic Map. Those interested in the Community Guide must sign up by APRIL 24th

DESIGN COSTS

Michael Z. has been giving the group his expertise in web design and production. However our needs are increasing and his time is diminishing. It is only fair that Michael presents us with a bill for his services. He will work out his cost and let us know.

Michael and Tom will manage web operations for the group.

DISCOVER SANDWICH ADS.

Jennifer Rollins of the Salmon Press sent the following options for advertising.

If 28 businesses advertise for the summer about 15 weeks this is what Salmon Press can do:

Option #1: In 2 papers for 15 weeks for a 2x2 \$300 per business total. Other sizes will be priced at \$6.00 per column inch. You can rotate any 2 papers if you like.

Option #2: The paper has e a new Lakes Page it will be running this summer. It will run in 5 papers: The Meredith News, the Alton Baysider, Gilford Steamer, Winnisquam Echo, and the Granite State. These pages will run for 15 weeks. The price for SBG is \$500 per Business total for the 15 weeks.

Option #3: The paper can run the same ad you ran in the Winni Guide last year as a half page and charge each business \$20 per week for one paper \$30 for 2 papers, \$40 for 3 papers per week.

MISSION STATEMENT

We should have a mission statement. It could be written at the 'proof meeting'.

NEXT MEETING:

May 1st. 8:30 at the Corner House.