

SANDWICH BUSINESS GROUP

MINUTES

April 5, 2010

ATTENDING

Ben Adriance, Jim Barrie, Gunnar Berg, Becca Boyden, Don Brown, Susan Davies, Julie Deak, Diane Johnson, Don Sutton

Don Brown called the meeting to order at 8:40 a.m. at Mocha Rizing.

APPROVAL OF MINUTES

Don Brown pointed out that the GOACC ad of last year was not subsidized by the SBG and we did not budget for it in 2010. The minutes of the March 1, 2010 meeting were approved as amended.

TREASURER'S REPORT

Julie reported that we have received payments from 47 members as of 3/31. The balance in the account as of March 31, 2010 is \$7,248.79. The Treasurer's report was approved.

ONGOING BUSINESS

Membership Renewal

We have 57 businesses committed to membership for this year. Of this, 16 are participating in the enhanced website option. We lost 10 business for a variety of reasons and gained 2 for the year.

Multiple Membership Question

The by-laws have not reviewed as of yet relative to this point. The general feeling was that multiple memberships would be required if you want multiple listings. If you want to include multiple businesses under one heading, a single membership is fine. The enhanced website option would allow an "umbrella" business to get more information out about the various business components.

Brochure Production Status

Don Brown and Don Sutton met with Janina on 4/3 to go over the brochure. Most of the listing edits have been made and Janina is working on the layout and map. A need still exists for more high resolution pictures that show activities around Sandwich. Gunnar can improve resolution using his software if needed. We are still on track to have the final brochure available around the beginning of May.

Brochure Distribution

Bulk mailing

The plan is to do the bulk mailing in conjunction with Sandwich Home Industries. Their brochure won't be ready until the 2nd week or so of May. We will need to organize a "brochure stuffing" effort at the May SBG meeting.

BRG distribution

We are paying Best Read Guide for 4 months of distribution at \$190 per month. However, they continue to stock racks until the supply is gone. The SBG brochure will be in 4 state distribution centers as well as the central corridor. The central corridor is set of facilities hosting tourist information that is along the route 16 corridor as well as the lakes region. The question was raised as to whether we should consider a southbound state rest stop given an expectation of more Canadian visitors. Don Brown will talk to Dick St Onge.

SBG Signage and/or stickers

Don Sutton received a quote of \$525 from Tyler Graphics for 200 stickers that could be affixed to the inside of business. This seemed high for bumper sticker type signs and Don Sutton said he would check other sources. Jim Barrie brought an example of a wooden SBG location sign. A number of ways to display the sign were discussed. Jim suggested that we have the kind of professional skills available in the SBG to get this done without significant cost. A special "party" could be held to manufacture the designs. Don Brown said he would get a reading from the Historic District Commission on their use in the District. The idea of having a wood sign as well as bumper stickers was well received.

Location Signage

Don Brown is going to check with The Old Country Store to see if we could put a Discover Sandwich sign in their parking lot. Diane was going to do the same for a location in Center Harbor.

NEW BUSINESS

Sandwich Fair Ad

The ad has been submitted. The SBG will get the same rate as last year

BRG and GOACC Collaborative Ads

5 businesses have signed up for the collaborative ads.

Website

The website can always use more "compelling content" such as video clips etc. Becca Boyton will see if there is something from ATTP that could potentially be put on the website.

NEXT MEETING

The next SBG meeting will be May 3, 2010 at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

The meeting was adjourned at 9:40am

Respectfully Submitted,

Don Sutton

2nd Cup Conversation: Don Sutton led a discussion on concepts of service oriented businesses. He presented "A Window into your Business" which covered a number of things to think about for any

service business. He stressed that every business was different and it was up to the owner to decide how to treat each service design element.