

## SANDWICH BUSINESS GROUP

### MINUTES

May 4, 2009

ATTENDING: Ben Adriance, Gunnar Berg, Don Brown, Patsy Carega, Susan Davies, Julie Deak, John Ducsay, Donna Lawton, Susan Lirakis, Bob MacArthur, Nancy Papp, Lisa Scott, Don Sutton

Chairman Don Brown called the meeting to order at 8: 36 a.m. at Mocha Rizing.

### APPROVAL OF MINUTES

The minutes of the April 6, 2009 meeting were approved.

### TREASURER'S REPORT

Julie reported a balance of \$7,944 as of 4/30/09. There are 65 members and all but two memberships are paid. The Treasurer's report was approved.

### MARKETING COMMITTEE UPDATE

The Discover Sandwich Brochures are being printed. We agreed to hold a stuffing and batching session Monday May 18th from 5-7:00 p.m. at the Corner House. Lisa requested that people look for or take pictures that involve people and capture characteristic Sandwich scenes and activities for future brochures.

Brochure Distribution update - Don B reported that Best Read Guide will distribute our brochures through 200 destinations. Don S will post the list of distribution points on the Discover Sandwich site under the 2009 brochure project.

### Marketing update

The Posner CD is in the process of being produced. Participating businesses include Corner House Inn, Jonathan Beede House Bed and Breakfast, Leonard Boyd Chapman Wild Bird Sanctuary, Patricia Ladd Carega Gallery and Surroundings Art Gallery.

Best Read Guide: Six businesses are participating with SBG in the Best Read Guide ad. SBG's contribution will be \$300.

Ossipee Chamber: Ten businesses are involved this year in a ½ page ad. The ad is still in production. The cost is \$34.75 for each participating business.

Sandwich Fair brochure ad: We agreed to proceed with a 2 ½ x 2 ½ SBG ad for \$175.

Diane volunteered to update the SBG paragraph in the Historical Society annual Excursion Booklet.

### Event update:

Mothers Day: several businesses will be open. Home Industries will be opening and offering a 10% discount. It was agreed that each business would have and distribute a list of other businesses that are also open. Diane is preparing an announcement for the paper and Don B will use that announcement to produce.

Gallery Walks are scheduled for June 19th, July 17th and August 14th and will be open from 5:00-7:00 p.m.

Old Home Week: Diane and Donna will be offering fiber demonstrations.

Sandwich Fair: We agreed to distribute brochures through booths of members.

#### OLD BUSINESS

Don S reminded people to check their business information on the web site to confirm the accuracy and to contact him with any changes.

#### NEXT MEETING

The next SBG meeting will be June 1, 2009 at 8:30 a.m. at Mocha Rizing.

#### ADJOURNMENT

The meeting was adjourned at 9:14 a.m.

The Second Cup Conversation that followed focused on email newsletters, blogs and social media marketing.

Respectfully Submitted,

Bob MacArthur