

SANDWICH BUSINESS GROUP

MAY 7TH, 2007

MINUTES

MEMBERS PRESENT: Lisa Shambaugh, Diane Johnson, Julie Deak, Connie Janusyewski, Don Sutton, Sarah Zuccarelli, Don Brown, Ben Adriance, Beverly Stanier, Patsy Carega.

SECRETARY'S REPORT: Patsy Carega

It was moved, seconded and approved to accept the minutes from the last meeting.

TREASURER'S REPORT: Julie Deak

Julie reported that the books were up to date. A copy of her report is attached. There are still some dues outstanding. Julie will speak to Tom Klein, Corresponding Secretary, who will contact delinquent members. It was moved, seconded and approved to accept the Treasurer's report.

BROCHURE:

The 2007 Brochure has arrived. There are 20,000 brochures, 2000 to a box. We have 11 boxes. 1 box will go to the North Sandwich Store and 1 Box will go to the Industries. We will get a list of "Drop Off Points" from CTM and then distribute in places not covered by CTM. Heaths charges for brochures. Don Brown thanked Don Sutton for assuming the role of Brochure Producer.

Mailing: We will do a mailing to Sandwich locals using the town's property owner's list. It is a mailing of approximately 1200. The Stuffing Committee will meet Wednesday evening, May 16th at 6:00 PM to prepare the mailing. Stuffers are Julie Deak, Don Brown, Don Sutton, Patsy Carega and Ben Adriance. Patsy will get labels to give back to the town hall and envelopes.

Bev Stanier spoke to us about the Historical Society's Year in Review. She wants to include new organizations in town such as the Sandwich Business Group as they are part of the History of Sandwich. She needs an article on the group. We have a good first paragraph and only our accomplishments need to be added. We can work up the article at the Stuffing Night. Though May 30 is her deadline, Bev was willing to wait until after our June 4th meeting for the article.

CTM's Distribution Proposal for SBG:

New Hampshire Welcome Information Centers Program:

Seacoast Region May 07- April 08 \$125.00 (Seabrook)

Merrimack Valley Region May 07-April 08 \$125.00(Salem)

(Hooksett N) \$135.00

Total \$385.00

Other Programs to Consider:

Lakes Region Hotels June 07-Aug 07 \$225.00

Southern NH Hotels June 07-Aug 07 \$225.00

Mall of NH June 07-Aug 07 \$249.00

Total \$699.00

Total of both Services \$1,084,00

(proposal attached to minutes)

Since the group had voted to focus on the Lake's Region for the summer (June - August) our cost would be \$225.00. CTM came back to us with an offer of \$375.00 for the period of June 1 to the end of October. They agreed to the \$375.00 proposal. We are still under budget (\$400) for the distribution cost.

MARKETING: Don Sutton

The ad for the Fair is in. We got a three page ad for the price of two. The ad consists of a map with member's information to the side. The price was \$330. We had budgeted \$300 so we were just a bit over.

Option 2 Meeting: Don announced that the option 2 group was a very eclectic mix who may not be able to come to an agreement as to how best to promote themselves. Some people may not have realized what they were signing up for or feel that option 2 is right. It was agreed that if they want to opt out, they should get their money back.

Marketing Committee will meet before the meeting to see what might be offered. Also it is important to find out what option 2 members want. Perhaps it is possible to come up with something for everyone.

The town has a great new website. We should link to it.

The Meeting was adjourned at 9:21.

NEXT MEETING JUNE 4TH AT 6:30P.M.