

SANDWICH BUSINESS GROUP

MEETING JUNE 5, 2006

MEMBERS PRESENT: Michael Zellweger, Don Brown, Lisa Shambaugh, Don Sutton, Betsy Leiper, Amy Chase, Sarah Zuccarelli, Joyce Lund, Diane Johnson, Lois Carmody, Gunner Berg, Erik Johnson, Tom Klein, Ben Adriance and Patsy Carega

BROCHURE DISTRIBUTION

5500 brochures have been delivered to CTM in Concord. They will distribute them to the following welcome centers: Seabrook, Salem, Hooksett North and eventually Conway. The cost was \$404.00 for a full year. (Slightly more than anticipated due to a fuel surcharge). CTM will let us know when we are running low.

Lois has been concentrating on the Rte. 16/ Rte. 25 corridor.

Michael has been dropping off brochures at the pizza place, the mug and the car wash in Center Harbor. He will continue to monitor the "plaza" and stock it.

Distribution Committee should monitor places we have dropped the brochure. Everyone dropping off the brochure should make a list of where they have been.

Michael and Tom have agreed to drop off the brochure to members who have not yet picked them up.

Brochures are at the North Sandwich Store and the Corner House.

We discussed leaving the brochure in rented houses during the summer months. Tom has rentals. We will approach Mark Warren at Preferred Rentals as well as Squam Boat Rentals.

Other places to drop off are: Rockywold (Joyce Lund), SIA, Longhaul Farm, Remick Museum and East Tamworth gas station.

Lois reports that the Distribution Committee is still organizing.

TREASURER'S REPORT;

We have \$44.00 in our account. We have \$680.00 accounts receivable. Many people have signed up but not paid.

WEB COMMITTEE

Michael reported that the site is expanding.

Sue Davies is working on links and resources linking us to the Town site and the Sandwich Board. Also she is working with the State and other sites to have us link to them.

Tom is working on directions to Sandwich from other places. He will do our maps.

Sarah brought up the fact the map on the brochure is a bit confusing. Perhaps in the future we can make it clearer.

Diane is providing the site with a list of Town Events (seasonal). We will expand on this as necessary.

(She also mentioned that the Ossipee Chamber of Commerce will link us to their site)

Site traffic has been slow but the site is new and it is early yet.

Also 14 people signed up for the site and haven't gotten the information or picture in to Michael as of yet. The incomplete sections make us look like we are "under construction" so if you have done so, GET YOUR INFORMATION AND PICTURE IN.

SBG site. Michael will take down membership list as it contains home addresses and phone numbers. He is concerned about spammers.

MARKETING COMMITTEE:

The purpose of the marketing committee is to create a marketing plan. The committee will bring to the general membership proposals of opportunities available to the group. Members can participate as they wish. Quarterly billing could be arranged for group advertising.

Don Sutton, Michael, Lisa, Don Brown, Tom and Diane volunteered to be members of the committee.

The idea of this committee is to save time not to alienate the membership. Instead the membership should steer the marketing committee.

Ideas for the marketing committee include: advertising in such places as the Little Theater, Science Center, SLA, Barnstormers and concert programs.

Members should keep their eyes out for opportunities that could be interesting to the group.

(Don Sutton will call Jennifer Rollins to see about Banner ads again this year)

The first Marketing Committee meeting will be Monday, June 12th at 7pm at the Corner House.

Next year we could plan an event for Old Home Week. This year we are too late.

SANWICH FAIR

Sandwich Fair Committee: Amy, Michael, Sarah Z., Joyce, Tom, and Ben volunteered.

Last year we had a booth and raffled off three items from three different businesses. Brochures were handed out.

Amy will contact Sue Dail to find out about space. Sue's number is 284 6901.

NEW BUSINESS;

PLACEMATS: Don Brown is investigating printing place mats with the map and possible names of members for use at the Corner House for lunch. Ben, Tom and Mike agreed to work with Don. This would be great advertising for the group.

NEXT MEETING WEDNESDAY, SEPTEMBER 6TH. AT THE SANDWICH HOME INDUSTRIES. 7pm.