

SANDWICH BUSINESS GROUP

Minutes

Monday, June 7th, 2010

Members present: Don Brown, Don Sutton, Becca Boyden, Julie Deak, Nancy Papp, Susan Davies, Susan Nicolai and Patsy Carega

The meeting was called to order at 8:45 a.m.

The secretary's report was approved.

The Treasurer's report was approved.

Julie Deak reported that there was actually \$90.00 more than recorded on her financial report. Group Ads (\$151.00 for Best Read Guides and \$31.70 for GOACC) are covered by the participants.

On Going Business:

Vote to amend the By-Laws.

A motion was made and seconded to amend the By-Laws to read as follows:

Brochure: If a member would like to list more than one business under a single business listing, the fee would be a single membership rate. If a member chooses to list multiple businesses separately, the full membership fee will be charged for each separate listing.

Web Site: If a member chooses to describe multiple businesses and website links within a single Enhanced Web Listing, the charge is for one Enhanced Web Listing. If a member chooses to list multiple businesses separately, the Enhanced Web Listing fee will be charged for each separate listing.

Local Brochure Distribution:

Be sure to drop off brochures if you are driving around the area this summer. Keep them in your car. Bed and Breakfasts, Country Store and any place else you think of will help bring people to Sandwich.

Brochures are available at the Corner House Inn. Please inform Don B. if you take a box.

"Here's Where, Inc." is a distribution company that has approached us for our business. It would cost us \$850 to have our brochures distributed to 116 locations. 30 locations would cost \$230. It seems expensive and also competes with Best Read Guide.

Don suggested we go on line to learn more.

There was no vote.

SBG Signage:

The sign presented to the SBG as a possible way to identify Discover Sandwich members and connect to the SBG was presented to the Sandwich Historical commission. The Commission felt the sign was too large. It was suggested that perhaps we have a "practice hanging" in town to get the full effect of the signage.

A discussion followed on what kind of sign or window sticker/bumper sticker would be most effective . It was thought that perhaps a graphic designer should be brought in to help us with visual branding.

No decision was made and it was agreed to address signage again in the fall.

Discover Sandwich Directional Signs:

The Moultonborough Country Store is receptive to our placing a sign in their parking lot. The Holtons would like to see a prototype before installation.

Another possibility for a sign would be Heath's parking lot in Center Harbor.

Becca Boydon, Nancy Papp, Julie Deak and Don Brown volunteered to work on this project. We have a budget of \$300. The sign could have our logo, mileage and arrow (4.5 miles) or it could have a hand and our web address. The committee will investigate who and how to make and install the sign.

Collaborative Ads:

The placement of the collaborative ad in Best Read Guide was excellent. The GOACC ad did not have great placement.

Barnstormer Program: It was agreed to discuss a collaborative ad in the Barnstormer program for next summer.

Second cup topics: Social media is a popular topic.

Don Sutton has updated our website. At the moment we are getting between 12 and 16 hits a week. How to increase the traffic to our site?

It was suggested that a video from the rec. Department would be a good idea.

We also discussed paying someone to blog for us to keep the site alive. We also need to research events to put up off season.

The meeting was adjourned at 9:50

Next Meeting: Monday, September 13th at 8:30 a.m