

SANDWICH BUSINESS GROUP

MINUTES

SEPTEMBER 6, 2006

MEMBERS PRESENT: Lisa Shambaugh, Don Brown, Michael Zellweger, Don Sutton, Julie Deak, Betsy Leiper, Joyce Lund, Lori Ottone, Steve Ottone, Susan Davies, Diane Cook Johnson, Tom Klein, Ellen Lemburg and Patsy Carega.

President, Lisa Shambaugh, called the meeting to order at 7:05.

BROCHURE DISTRIBUTION:

Don Brown reported on the status of the "Discover Sandwich" brochures. Twenty thousand were printed. The group hired CTM Distribution Company to stock three rest stops and visitors centers that include Salem, Hookset North and Seabrook. We just restocked CTM the first week of September. We have also contracted with CTM to do local distribution in the Lakes Region that involves about 30 different places. The cost was \$200 for two months. CTM will also bring our brochures to the "Big E" (Eastern States Exposition). The Big E pulls in over a million people. We will have approximately four boxes of brochures left for the Sandwich Fair. Diane will take brochures to the 4H conference in New Jersey as well and we should continue stocking the places we have been visiting this summer.

Distribution Fee: 9 businesses agreed to participate in the Lakes Region distribution offered by CTM. Tom Klein will send e-mail to the membership asking for equal distribution of the cost as everyone profits. This cost will be minimal.

SANDWICH FAIR:

Michael Z. asked for volunteers to help design our booth at the fair, work the booth and help with the tables. He also asked for donations from members that we could raffle off. Last year people were not happy leaving their personal contact information so the idea this year would be to stick a number on each brochure. The number drawn would designate the winner. The Fair committee has waived our booth fee. Tom Klein volunteered to man the booth. Don Brown and Susan Davies can help plan. Kitchen Innovations (Steve and Lori Ottone) offered a vessel sink to donate, and Patsy Carega will donate something. PLEASE VOLUNTEER. A lot more help is needed.

WEBSITE:

There is not much activity. As the Fair will generate interest, we discussed getting something new up by Fair week. The web committee is working on this. One idea that would bring more people to our site is linking our site to "enhanced links": add town links.

MARKETING:

Ellen Lemburg suggested that we try to get on "Chronicle" on Channel 9. In general, there has been a lack of interest in marketing opportunities that have arisen over the summer such as the Heart of NH add. The Marketing Committee has been researching other venues such as Accents and a new magazine that is beginning in Wolfeboro. Yankee Magazine would be a great place for us to consider, as their distribution is enormous. Steve Ottone has taken a billboard on Rte. 16 going south. It is located just

before MacDonald's and just before the intersection of Rte. 25 and Rte. 16. He offered to include the group's website on his billboard.

THE NEXT MARKETING COMMITTEE MEETING WILL BE AT THE OTTONE'S (143 Ossipee Mountain Road) ON THURSDAY, SEPT. 14TH AT 8:30 A.M.

TREASURER'S REPORT:

Don Brown gave the treasurer's report. We have dues not paid representing "receivables" \$235.00. We owe Michael Z. for his computer work. Our total in the bank is \$54.14. We discussed how a cushion might be created through dues to build up our bank account so that a few members do not have to "loan" money for group projects and then be reimbursed. A fall billing date was discussed but it is hard to do, as our dues are a function of what the group decides to do.

GENERAL DISCUSSION;

Because the group is getting larger, we may have to revisit our direction or take a temporary step backwards. There are members who aggressively advertise their businesses and those who do not. The responsibility of what we do, as a group should be shared. We need to create a positive balance within the group. What projects do we want to offer?

THERE WILL BE AN EXECUTIVE COMMITTEE MEETING ON MONDAY, OCTOBER 30 at 8:30 A.M. to discuss the organizations framework, a financial plan and create some guidelines for the group.

THE NEXT SBG MEETING WILL BE ON MONDAY NOVEMBER 13TH AT 8:30 AT THE CORNER HOUSE.

BILL BOARD: There was a final discussion on the inclusion of the groups website on the Ortone's billboard. It was decided that the marketing committee would discuss the appropriateness of our inclusion on the billboard as related to our relationship with the Town of Sandwich. E-mail will be sent to the membership stating the pros and cons. The members will vote and the majority will win. The billboard is 10' x 30'. Michael offered to help make a mock up of the billboard that also could be e-mailed with the ballot.

The meeting was adjourned at approximately 9 P.M.