

## SANDWICH BUSINESS GROUP

### MINUTES

SEPTEMBER 10TH, 2007

#### MEMBERS PRESENT:

Joyce Lund, Nancy Hansen, Sarah Zucarelli, Ben Adriance, Tom Thiel, Patsy Carega, Lisa Shambaugh, Don Brown, Judi Dunlap, Sue Davies, Diane Johnson, Don Sutton.

#### SECRETARY: Patsy Carega

The secretary's report was read and accepted.

#### BY LAWS (attached to the minutes): Lisa Shambaugh

The word "association" was changed to "group".

#### TREASURER'S REPORT: Julie Deak

No treasurer's report this week.

#### BROCHURE:

This year we used the Heart of New Hampshire as our distributors. In the end they stock the same prime locations and had more additional locations than CTM. Their quote also included a longer time frame. Heart of NH got 5000 brochures. Don Brown has requested information as to how many brochures were distributed, how many remained. As of this meeting he had not had an answer. They are hard to get in touch with.

Judi Dunlop has her own distribution enterprise. She takes brochures with her wherever she goes and gives them out.

#### GALLERY WALKS

Don Sutton will email the group to see who would like to be open for the last Gallery Walk on September 28th.

## SUMMER SEASON 2007

Over all it was felt the general economy was softer this summer, sales were down though lodging seemed to be up. We need to think how to better promote ourselves especially in a softer market. We will need a plan for next summer by January. We will need the figures from Heart of NH to evaluate the summer activity.

## SANDWICH FAIR:

Last year we had a complicated procedure for prize distribution that did not work. We will do the fair again this year. We would like to be in the Crafts Building. The most important thing is to have people manning the booth to "connect" with fair goers. Sarah Z., Ben A., Judi D., will work on the booth. They will solicit more volunteers, possibly organize a power point presentation , have a "guess where it is" photograph or project member businesses on the wall.

## CHRISTMAS IN SANDWICH

September 26th is the first meeting for the Christmas in Sandwich planning group. The deadline to sign up is October 15th. Do we want to take part?

## TONWOOD FESTIVAL: Tom Thiel

Tom Thiel gave a presentation on an event he is having on September 22nd. The event is the Tonewood Festival that showcases specialty woods. A copy of his business initiative is attached to the minutes. As part of his business, Tom is looking for speciality wood and wood with character. He is looking for wood in Sandwich. Don Sutton will send an email regarding the festival to the membership.

## NEW BUSINESS"

Don Brown questioned whether or not the SBG was helping businesses in Center Sandwich. If it is not helping, what can the group do to help? How do we become a voice in town? We agree that we need to respect citizens who want the town to remain the same but at the same time we should not be afraid to promote our establishments and businesses. There is nothing wrong with wanting to be a success.

Also discussed briefly was sending a representative to meetings at the Town Hall. Perhaps we can also help ourselves by becoming politically involved. The group should also have an idea of what the Town's short and long term plans are. We should have a voice in town politics. The selectman's minutes are all on line. We need a higher profile to get things done.

THE NEXT MEETING WILL BE OCTOBER 1 AT 6:30 p.m.

Respectfully submitted

Patricia Carega

Patricia Ladd Carega

PO Box 417

Center Sandwich, NH 03227