

SANDWICH BUSINESS GROUP

MINUTES

September 13, 2010

ATTENDING

Ben Adriance, Karyn Ames, Don Brown, Patsy Carega, Bob MacArthur, Don Sutton

CALL TO ORDER

President Don Brown called the meeting to order at 8:42 a.m. at Mocha Rizing.

APPROVAL OF MINUTES

A correction was noted in the minutes of the June 7, 2010 meeting under Don Sutton's update on our website. "At the moment we are getting between 12 and 16 hits a week" should be "12 and 16 hits per day." The minutes were approved as amended.

TREASURER'S REPORT

In the absence of the treasurer there was no report.

ONGOING BUSINESS

Summer Review

A general discussion among those present indicated the number of visitors to Sandwich and business in general was soft in the early summer. Visitor activity picked up in August and over Labor Day but there was no appreciable increase in sales.

There was a general feeling that the four color brochures were a good step forward. 25,000 brochures were printed. Don estimates that approximately 19,000 were distributed. Best Read Guide has about 6,000 remaining for distribution this fall.

A recent Yankee Magazine article ranks Sandwich #8 in their listing of the top 25 fall foliage destinations.

SBG Signage for member properties

Stickers

We discussed the relative merits and cost effectiveness of producing window stickers for store fronts and/or bumpers. The number of members may not justify the expenditure, although Don Brown noted that we could sell or distribute bumper stickers to visitors. Don Sutton will bring information about costs to the next meeting.

Directional signs

The Holtons approved our request to place a directional sign in their parking lot at the Moultonborough Country Store. They requested that we show them the final mock up before we post it. Don Brown will follow up on this with the goal for having it ready for next summer.

We discussed other possible sign locations. One might be leaving Heath's parking lot coming on to Bean Road. There may a location in Holderness that points the way to Sandwich via Rt. 113.

Upcoming Events

Sandwich Fair

The cost of purchasing a display table at the Fair is \$118 this year. This compares to last year when it was provided for no cost. Given the challenge of manning the table and the small size of today's meeting, we agreed to postpone any commitment of funds at this time

Halloween Hauntings

Last year we provided approximately \$100 for candy in support of this event. Don Brown will connect with Leo Green about this year's plans and will report back at the October meeting.

Christmas in the Village

Last year we were asked to guarantee payment of the wagon rides. We said yes, a potential commitment of \$400. The crafts vendors contributed approximately \$200. We agreed to defer this conversation until the October meeting.

Meanwhile, responding to an offer from the Center Harbor branch of the Meredith Village Savings Bank, Don Brown has secured the lobby display area to advertise Christmas in the Village during the period Nov 15th – December 3rd. We discussed the possibilities and pros and cons of approaching other MSVB branches in Moultonborough and Meredith for similar promotional opportunities.

NEW BUSINESS

Marketing and Membership for 2011

Don B. noted that during the fall meetings we will be dealing with several issues related to marketing and membership. By December we must confirm our marketing plans and budget. There are many businesses that are not currently SBG members. This situation affords us an opportunity to recruit them.

Nominating Committee

Next meeting we will appoint the nominating committee for officers in 2011.

Second Cup Topics

At the June meeting we identified Social Media as a topic of ongoing interest. Also, we agreed to invite various local officials to meet with us to share issues and plans affecting the town and the business community.

NEXT MEETING

The next SBG meeting will be October 4, 2010 at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

There being no more new business the meeting was adjourned at 9:34 a.m.

Respectfully Submitted,

Bob MacArthur