

Minutes of Sandwich Business Group Meeting

Jan. 2, 2012

Attendees: Don Sutton, Jane Brown, Katie O'Connell, Susan Davies, Julie Deak, Nancy Hansen, Diane Johnson, Don Brown and guest Richard Seery.

Meeting called to order 8:30 AM.

Secretary's report (review of Dec. 5 minutes): Minutes were approved as written.

Treasurer's report: Treasurer Julie Deak reported a current SBG bank balance of \$ 1918.53. Don Brown noted that the "receivables" line items on the report did not match the "receivables" total. Julie confirmed that the last line item did not compute and that the correct receivables total is \$494.76. All known payables for 2011 have been met, including early payment of SLACC membership dues for 2012. A motion to accept the report as amended was moved and voted in the affirmative.

Seasonal Events

- Sandwich Winter Carnival – Sat. Jan. 28. No new information to share about this town event as RD Leo Greene was not in attendance. Lack of snow is currently a concern for the success of the event.
- Sandwich Sled Dog Race – Sat. Feb. 18. No information has yet been received re: the event. Consensus of members present was that the SBG would again help to sponsor the event. Anticipating an imminent request for sponsorship prior to our next monthly meeting, a motion was made, seconded, and approved to expend up to \$200 on behalf of the group for race sponsorship. Last year's "lead sponsor" rate was \$150.

• Old Business

- Discover Sandwich directional sign – no new progress to report.
- SBG Annual Meeting – Wed. Jan. 18, 6:30 pm at the Corner House Inn. This year's theme: Mardi Gras!
 - Don encouraged ideas from the group for highlighting the theme.
 - Lisa Scott will be asked to help produce post card-sized invitations to be sent to SBG members.
 - Don will email each attendee at today's mtg. with a short list of SBG members to call to invite/remind about the Jan. 18 mtg.
 - Don will solicit interest from membership to gauge interest in "showcasing" 1 or 2 businesses at the annual mtg.
- ATTP poster concept: no new details to report as Becca Boyden was not in attendance.
- **Meeting of Marketing Committee:** no mtg. has yet taken place. After brief discussion, Thursday, Jan. 5 at 4pm at Surroundings was set as the initial mtg. for this committee. Committee members are: Julie Deak, Ben Adriance, Patsy Carega, Leslie Jose, Nancy Hansen, Don Sutton, and Don Brown.
- **Membership Committee:** no mtg. has yet taken place. It was suggested that this topic be visited at the Jan. 5 mtg., as the rosters of the 2 committees are similar. If this topic is not discussed at the Jan. 5 mtg., another date will be identified on Jan. 5 to discuss membership recruitment and officer position needs. (Membership committee members not also on the Marketing committee are: Susan Davies, Diane Johnson)
- **Create a checklist for local brochure distribution points:** To be addressed at a future mtg.

New Business

- Start 2012 brochure thought process – Don Sutton will contact Janina Lamb about her interest in designing this year’s brochure.
 - Lakes Region Tourism Association (LRTA, formally LRA) membership renewal was discussed. Don Sutton mentioned that the SBG’s membership for 2012 in the LRTA is up for renewal. The SBG benefits by a directory listing in the LRTA’s *Where To Guide*, along with a free listing and link on their website, placement of the *Discover Sandwich brochure* at the LRTA visitor centers in Tilton and Alton Bay, and referrals to Sandwich from visitor queries. The cost of membership is \$249. A motion was made and approved to renew the SBG membership in the LRTA for 2012.
 - Don Brown noted that the webmaster stipend of \$200 approved at last month’s meeting payable to Don Sutton (our de facto webmaster) should, at the suggestion of Don Sutton, instead be appropriated towards the cost of a potential collaborative SBG ad in the new *Inns at Mill Falls guest magazine*. This offer was noted and appreciated by all present.
- Adjournment: Meeting adjourned at 9:30 AM

Next Meeting Monday, Feb. 6, 2012 8:30 AM @ Corner House Inn