

## Sandwich Business Group Meeting Minutes

October 6, 2014

Called to order, 8:40

Patsy Carega, Becca Boyden, Lisa Scott, Nancy Hansen, Ben Adriance, Don Sutton, Don Brown, Dick Seery, Diane Johnson, Leslie Jose, Julie Deak, Denise Roy-Palmer.

Treasurers Report, and minutes accepted.

Old Business: Don recapped our marketing meeting We sent out a survey to see what members wanted in regards to our brochure and web site. So far we have 18 responses. He will send another round out for more responses. The only question that did not have a definite decision- if we should continue to mail the brochure to 8000 local homes. More input will be needed on this question.

Best read Guide will not be producing next year, they do our distribution, to 8 State Welcome Centers, cost 65/ . Now it will be 5-8 ctrs is 85/month. 285/month for the whole state. They established a special distribution area for us and this will not change.

We are waiting for a proposal from Janina on the web site. Don will contact Janina and set up a meeting of Marketing Comm in two weeks.

Associate membership- Wendy has 14 more business letters to potential members.

Non profit status- Don S is still working on this. Lisa S will work with Don on filling out the form, it cannot be done electronically. Being a non profit, allows other non profits and groups to partner with us and they qualify for funding.

Collaborative ads- the feeling seems to be there has been little or no response from these big ads. Should we have some kind of survey in our businesses to see where people found us? The feeling was no, people don't fill them out. The question is sent to the marketing comm. We are still soliciting for Preferred Property mag and Mill Falls mag, there was not enough interest in an early commitment. Don showed us a mag from NH Tourism that already has a web site, etc. it is expensive but is it worth it? We had a lot of discussion about where to advertise and why and where is the value.

Lisa Scott, brought forth a petition for our interest regarding the Town taking over the Road between Grove St and Spokesfield Common.

Workshops coming up through Plymouth Development Center, Oct 22 Wed, Nov 12, & Dec 10, on Social Media and Advertising. Free to members.

Christmas in the Village: Diane Johnson is active in this, we will discuss the horse drawn wagon next month.

Meeting adjourned at 10.

Respectively Submitted, Nancy Jones Hansen