

Minutes of Sandwich Business Group Meeting

December 3, 2012

MEMBERS PRESENT: Don Brown, Don Sutton, Julie Deak, Lisa Scott, Diane Johnson, Becca Boyden, Cindy Oxtan , Jane Brown and Patsy Carega

SECRETARY'S REPORT : The minutes from the last meeting were approved.

TREASURER'S REPORT: Julie Deak reported that we have \$3963.33 in our account. \$1600 are owed in payables due for advertising.. We also sponsored Wagon Rides at the Christmas in Sandwich weekend in the amount of \$200.

BY LAWS COMMITTEE: Lisa Scott, Wendy Sutton and Cindy Oxtan presented a Tiered membership which would preserve the identity of the Sandwich Business Group and promote business in Sandwich. The direction of the new tiered membership is to preserve the simplicity of the brochure and to preserve the simplicity of Sandwich.

· Full Membership: members who have a business located in Sandwich or a business owned by a resident in Sandwich conducting business in Sandwich.

· Resident Associate Membership: Resident of Sandwich conducting business outside of town.

· Non Resident Associate: Non Resident with no business in Sandwich.

Full membership entitles members to a place in the brochure and a presence on the website, vote on group business at meetings and marketing opportunities.

Associate membership entitles members to a place on our website as an associate member, networking at our events and meeting other members of our group. Associate members are not included in the brochure and have no vote. Associate members are welcome at meetings. Marketing opportunities are not open to associates. .

The question of the Sandwich Caregivers, now Lakes Region Caregivers, and other businesses not based in Sandwich but serving Sandwich arose. It was thought that businesses who are current members in good standing could be grandfathered into

Membership.

There would be a slightly reduced fee for Associate membership .

MEETING WITH JANINA: BROCHURE AND NEW WEBSITE: A committee of members met with Janina to explore changes to the brochure for the 250 Anniversary of Sandwich and the possibility of creating a new website for Discover Sandwich. Members include were Don Brown, Julie Deak, Nancy Hansen, Patsy Carega and Don Sutton.

The committee decided not to change the layout of the brochure but will highlight the 250th Anniversary on the current "picture panel". The Town Anniversary Committee will explore the idea of making a rack card of their events.

A possible line for us is "The SBG wish Sandwich a Happy Anniversary".

The website is still under discussion and a new web presence is necessary. As the purpose of the brochure is to draw people to the website, ours needs to be more dynamic, user friendly and have more people involved as facilitators. We also discussed having a Facebook page which is perhaps a more informal way of communicating and facilitates

inter action with people. For the moment the recommendation is to set up a Facebook page and do more research on a possible new website.

OFFICER NOMINATION:

· President: Don Brown

· Vice President: Patsy Carega

· Treasurer: Julie Deak

· Secretary: Nancy Hansen

ANNUAL MEETING: January 30

WINTER CARNIVAL: Feb. 23

SLED DOG RACES: Feb. 16

Shall we sponsor?