

Sandwich Business Group Meeting Minutes Dec. 7, 2015

Meeting called to order at 8:37 AM.

Present: Patsy Carega, Susan Davies, Becca Boyden, Denise Roy-Palmer, Don Sutton, Don Brown, Ben Adriance, Julie Deak, Diane Johnson, Dick Seery, Cindy Oxtan, Ben Shambaugh, Wendy Huff and Amy Underwood.

Secretary's report – approved

Treasurer's report – approved

New member Amy Underwood was introduced and was given the opportunity to describe her business to those in attendance. Amy works with jewelry and plans to open a studio at her home in Sandwich.

Christmas in the Village recap: Bruce Locke provided the horse/carriage. It worked out well. The cost was \$600 for 3 hours (discounted from their standard rate of \$250 per hour). MVSBS gave us \$500 to offset the cost. The carriage rides helped to create an ambiance to the weekend. Having events like the storying telling, breakfast with santa, etc. mixed into the vendors displays worked out well. Diane said Saturday was very good, Sunday was slow.

DS website update: Janina is working on the capability of having advertisers on the website. Monthly fees would be seasonally based. For full and associate members the rate would be \$50/month from May – Oct and \$25/month from Nov – Apr. Non-members could also advertise at \$75 and \$50 per monthly respectively. Janina is also working with Julie to have a paypal account established on the website so members can pay dues and ad invoices via the website.

Collaborative Ads:

Mill Falls ad: Reminder that Feb 11th is final deadline. Not too many businesses have expressed interest at this point.

The Laker: Question was raised regarding collaborative advertising with this publication. It was explained that for the past several years several downtown businesses (Home Industries, Patsy Carega Gallery, Corner House, Surroundings (and most recently ATTP) have placed a collaborative ad through the summer and early fall months. It was mentioned that other members are welcome to join in this year's collaborative Laker ad, with the understanding that the ad is geared towards bringing visitors to the downtown area.

Village Business Development: Becca, Susan, Patsy and Don met to discuss some possibilities on how the SBG may have more of a presence in this area.

- Dialogue. We should probably go to at least one selectman's meeting per month with bullet points on our thoughts about business/town interactions
- Request a selection come to our monthly meetings so they can see what we are thinking about
- Look at becoming a liaison between new businesses wanting to establish themselves in sandwich. ie. Provide advice on what needs to be done. Wendy Huff and Jennifer Wright are putting together a brochure (much like the one Wolfeboro does) that gives new businesses some guidelines on what needs to be done.

Scenic Byway. Several people attended the selectman's meeting on Nov. 2 when Mike Izard from LRPC made a presentation about the Lakes Region Scenic Byway plan. Selectmen were generally supportive, but needed a volunteer to step forward to be on the LRPC scenic byways advisory committee. The individual does not have to be a resident of Sandwich. There is going to be a meeting of the LRPC scenic byways advisory committee in Jan 2016, but not sure of date at this point. Mike Izard has suggested it would be desirable to have Sandwich representation at the meeting.

Dick Seery suggested putting some money into a reserve account to be used for special projects associated with the scenic byway plan. Signage, etc comes to mind.

Ben Shambaugh raised the point that the SBG should be promoting the town, not just the businesses. Sandwich has so many natural sites like trail heads, historic sites, etc that make the town a special place to visit. We need to work on how to integrate those types of things into our general promotion campaign. Cindy mentioned a town that had a post card sized promotional piece that had lots of key things about the town that visitors would like to see and do. Discussion also about the driving tour audio type CD that the Posner's did several years ago. Given today's technology, is there some other medium we could use that visitors might access wirelessly? (Youtube, etc). Sandwich Historical Society has a wireless walking tour designed that we might better familiarize ourselves with and possibly include on the DS website.

Ben mentioned that there are a number of town trusts (Quimby, Doris Benz, other?) that might be receptive to helping fund the development of a walking/driving tour of the historical and natural landmarks of Sandwich.

2016 Dues: Lots of discussion about raising the dues this year. The recommendation was made to set them at \$125 with the hopes of not changing them for several years. A vote was tabled until Jan so that Julie could look more closely at the financials. Further input will be considered before bringing to a vote at our January meeting.

Meeting adjourned at 9:35 AM

Respectfully submitted collaboratively by:

Don Sutton and Don Brown (on behalf of secretary Nancy Hansen, who was absent)