

Minutes of Sandwich Business Group Meeting

FEBRUARY 6, 2012

Members Present: Cindy Oxton, Nancy Hansen, Tony Leiper, Don Sutton, Susan Davies, Julie Deak, Don Brown, Ben Adriance, Dianne Johnson, Jane Brown, Leslie Jose, Lisa Scott and Patsy Carega

President Don Brown called the meeting to order at 8:35 a.m.

SECRETARY'S REPORT: A motion was made and seconded to accept the minutes from the last meeting.

TREASURER'S REPORT: A copy of the report is attached. As the membership letters have not gone out, there is no record of incoming dues. Mostly old business to report. A motion was made and seconded to accept the treasurer's report.

EVENTS:

Annual Meeting Recap. Don Brown reported that about 35 members were present for the annual meeting. It was a good turnout. Members took in good information and enjoyed a Mardi Gras theme at the Corner House Inn.

Valentine's Contra Dance is Saturday, February 11 at the Town Hall.

Sled Dog Race is still scheduled for February 18th. We have taken an ad in the program.

Salute to Dan Mauch on April 21st. More information to follow.

BAH:

- March / April: As of today we do not have an event. Don Brown will email the membership. Diane Johnson suggested that perhaps she and Jen Elliot might be able to organize a "fiber" event.
- June: Katie O'Connell had mentioned possibly doing an event in her Yoga barn.
- September: Julie Deak at the Industries

OLD BUSINESS:

SIGN: We are waiting for approval from the Town of Moultonborough for the sign to go up at the Country Store.

MEMBERSHIP/MARKETING:

A recruitment packet (letter and brochure) will go out at the end of the week. It will be mailed to potential new members.

FaceBook Page: Discussion as to whether the SBG should set up a business page by itself or a business page through a social page which seems more flexible. The hope is to have the page by Spring.

PSU is have a workshop "fb Set Up" on Feb 21st from 5 -7 p.m.

Website:

- A suggestion has been made to add uTube to our website.

- Blogs: people follow blogs more willing than they go to websites. Blogs are more flexible. The compelling content of a blog engage search engines where a dormant website does not. Blogs are inter active and can be imbedded into websites.
- We have no one who wants to blog two or three times a week.

MARKETING OPPORTUNITIES:

Donna Carlucci from the Weirs Times sends Don ad possibilities that are combined with current activities. Don passes them on to the membership who might like to take advantage.

Sandwich Fair Exhibitions Handbook: Deadline is February 17th. About 3000 copies are printed versus 22,000 brochures where we advertise. A motion was made to buy a line sponsorship for \$20.00

Old Home Week Program: Deadline June 8th. SBG should place an informational listing. Don will get the pricing information.

Inns at Mills Falls: Advertisement in a new in house magazine. Deadline is March 9. Cost of a full page ad is \$1800. The magazine stays in the rooms all year. The Marketing Committee recommends a full page ad. If six businesses joined the cost to each would be \$300. The magazine seems to be an excellent vehicle to show people what is available in Sandwich. There is also electronic circulation with potential clic throughs. The magazine will also include articles about towns. This year it is Wolfeboro. They were very excited about the 250 year anniversary of the Town of Sandwich next year.

Summer World: A new organization has taken over Summer World. It was decided to wait to see what form the new paper/magazine will take before we advertise.

Discover Sandwich Brochure: Janina is ready to start work on the brochure but we have no membership informations.

New photos are always welcome especially those of events in town and those with people having fun in town.

NEW BUSINESS:

Nancy Hansen is looking for year long events for the celebration of Sandwich's 250 years. The committee is also looking for organizations to come up with events in town. Perhaps the SBG can come up with an event for the anniversary. Old home week will mark the big celebration. Perhaps a centennial theme at our annual meeting would be an idea.

Perhaps a timeline of businesses in Sandwich would be a wonderful way for the SBG to be involved. 250 years ago, 200 years ago, 150 and so on. It could be a research project for a college student.

Nancy also spoke of Deb Plimmer's daffodil plan. She wants to cover the town in yellow daffodils. A spectacular thought! One can get bulbs from Deb. It is a three year project. It was decided to table the discussion for the next meeting to decide on SBG involvement.

NEW MEMBERSHIP

The membership committee has come up with a list of about 80 potential new members.

The By Laws state that to be a member your business must be in Sandwich or you must be a resident of Sandwich but your business can be outside of Sandwich. Membership but who serve is not limited to only Sandwich businesses.

The question has been raised as to whether we should /can include businesses which are not in Sandwich and whose owners do not live in Sandwich members of our community.

The By Laws would have to be revised. Such businesses would be invited to join at the discretion of voting members of the group. It was suggested further that such a new business would have to be sponsored by ten SBG members after which the candidacy would go to a vote. This is a large question which requires much more discussion.

The meeting was adjourned at 10 a.m. The next meeting will be on March 5th 8:30 a.m. at the Corner House Inn.