

SANDWICH BUSINESS GROUP MINUTES

March 4th, 2013

Members Present: Cindy Oxton, Becca Boyden, Tony Leiper, Julie Deak, Don Brown, Nancy Hansen, Ben Adriance, Jane Brown, Diane Johnson,

Minutes were accepted, Treasurer's report accepted- 31 paid members so far, 10 with enhanced listings. Still many outstanding memberships, which are due on Friday.

Updates, Preferred Property ad, almost to press. Don had a copy to proof. Some changes to be made. Between the two ads we are only 31\$ short of paying for the ad. Nancy will talk to the 250th Comm. re some \$. The Mill Falls ad will be basically the same.

We have 7 members for the NH Music Festival ad; \$1,000 for a full page color ad . We voted to have the SBG be 8th, that will bring the cost down to \$125 each.

Best Read Guide, Don had a conversation with them , if we did not advertise, what effect does that have on cost of distribution. They distribute our brochure to Welcome centers and around the State. We get a break on cost if we advertise. We felt the large ad we usually put in, was not effective. if we have a small ad in the book, We voted to place their smallest ad at 1/16 page for 202.50 , this will keep our distribution cost down.

Still room in the Sestercentennial Book. Contact the Town office or Nancy Hansen 284-7327 for ad applications. Remaining ad space is 15-25\$ The Fair Ad is 195.00 we will do this ad.

We can no longer use the Historical Society Bulk mail number. To obtain our own is 200.00 , plus 200 for fee annual. The up side is that if we have our own, any member can also use it with a small fee. Would more members use it if we had it? The post office has a service for direct mail, but the Post Master said we don't qualify. It would not be cost effective to change our brochure to qualify.

New Business

Cynthia Lamont, of GOACC came to speak to us. They send out 10,000-15,000 copies. Books are distributed on Rt16 and visitor centers, & real estate offices We have advertised with them, although the ad is very small and if we go again, we should change it to look more like the Mill Falls ad, for continuity. Cynthia stressed that internet was a must, videos are the coming thing. GOACC, if a very active group, with over 160 members, they gave 13,000 in collage scholarships. The guide will be out by Memorial day. It is 720\$ for a full page,. She stressed a Media Mix, print and internet.

Media Workshops on hold, the presenter hasn't time. Diane Johnson is involved in a small business /Media Webinar, she has invited members to join her and possibly help defray the cost.

Next month the meeting will be April 1 and will be an evening meeting at the Corner House.

Meeting adjourned at 10:20.

Respectfully Submitted, Nancy Jones Hansen, Secretary