

Minutes of Sandwich Business Group Meeting

March 5, 2012

President Don Brown called the meeting to order at 8:30 a.m.

MEMBERS PRESENT: Will Lehmann, Ben Adriance, Nancy Hansen, Cindy Oxtan, Lisa Scott, DonBrown, Julie Deak Diane Johnson, Jane Brown and Patsy Carega

SECRETARY'S REPORT: A motion to accept the minutes from the last meeting was approved andpassed.

TREASURER'S REPORT: Our balance at the end of February was \$4940.81, largely due to membership renewals Julie reported we have 42 paid members and five newmembers. A motion to accept the Treasurer's report was approved and passed.

WINTER / SPRING EVENTS:

- March/April SBG BAH: date and venue to be announced
- June SBG BAH: Dragonfly Yoga Barn, date to be announced.
- September SBG BAH: Sandwich Home Industries, date to be announced
- Sandwich Players salute Dan Mauch: tentative date April 24
- Black Tie Ball- tentative date June 9

MEMBERSHIP: We have five new members and membership renewal is going well.

MATTER OF INTEREST: "The White Pine", a magazine, features Sandwich in its latest edition.

MARKETING OPPORTUNITIES:

- Sandwich Brochure: Janina Lamb sent a mock up for this year's brochure. The group discussed a possible color change. Also discussed was the addition of an "Events" page which would include such Sandwich events as Dog Sled Races, Old Home Week, Gallery Walks and the Fair. This would increase brochure cost and result in delays to go to print but could be an idea for future brochures.
- FaceBook Page is in the making. It would be a good place to post our events.
- Seasonal Guide Books:
- Best Read Guide: (distributes our brochure) In the past we have taken a 1/4 page ad at \$755.00, Distribution costs are lower if we have an advertising presence in the guide.
- Inn at Mills Falls Magazine: the ad is almost complete.
- Old Home Week Program: It is time to submit business information for the OHW Program. Take or email your submission to the OHW book committee or to the Town Hall.
- NH Music Festival Ad: 1/4 page \$295, 1/2 page \$500 and full page \$800.
- The Citizen: Business Builders Program: business card size ad is \$200 per insertion.

NEW BUSINESS:

By-Laws Revision: The question as to whether the by laws should be revised or not to enable non Sandwich businesses to join the group was initiated at our last meeting. Although not a common request, much discussion followed on the pros and cons of non Sandwich membership possibly by invitation or request. A motion was made by Nancy Hanson to explore the options to amend the by laws. The motion carried.

As we approach the 250 year anniversary of Sandwich, it is time for the SBG to think about how we might participate.

Next meeting: April 2 at 8:30

The meeting was adjourned at 10:00 a.m.

Respectfully submitted,

Patsy Carega.