

Minutes of Sandwich Business Group Meeting

April 2, 2012

President Don Brown called the meeting to order at 8:40 am.

Members Present: Julie Deak, Ben Adriance, Nancy Hansen, Diane Johnson, Betsy Leiper, Don Brown and Jen Elliot.

Secretary's Report: Minutes from the March 5 meeting were accepted with one clarification on The Citizen Business Builders Program cost.

Treasurer's Report: Balance on hand at the end of March was \$6292.05. We have 66 members, 59 are paid, with a 20% increase in enhanced members bringing that number to 18. Treasurer's report was accepted.

Events:

April Business After Hours to be at Mocha Rising on May 2 to be hosted by Jen Elliot, the new couple running Mochas Rising this summer hope to be there.

June BAH should be at Yoga Barn, date TBD. Sept BAH at Sandwich Home Industries.

Nancy Hansen brought up the Sestercentennial Committees request that the SBG think about an event they might sponsor for the Celebration next year. It was requested that Deb Plimmer come to the next meeting the talk about her daffodill project for the town she is asking for donations from groups to help pay for the project.

Marketing :

The new Sandwich Brochure should be available by mid May. Julie Deak raised a question about the difference/advantage of the new USPS direct mail campaign . She has requested an information package and will report. Don will ask Janina if she has any info, as the permit number we use for direct mailing goes directly on the brochure. Don had a newer mock up of the brochure. Don Sutton has sent out the final draft of the listings by email for members to approve.

Jen Elliot found an error in the Mills Falls Brochure and Don Brown will check on this. He is also checking to see if the Music Festival Brochure is still open for ads.

Julie Deak is taking the lead on the Sandwich Fair Brochure. We have a dedicated space reserved, details to follow.

OHW brochures will be individual ads not a group ad.

Facebook page still in the works.

Old Business:

By-laws discussion. Our By-laws are very specific, some questions raised: should there be an ammendment for membership exceptions? Would opening the membership up to those outside of Sandwich defeat the purpose of the SBG as it is for the promotion of Sandwich? How should organizations be handled that do work in Sandwich, but don't originate from here?

No decision needs to be made now. More of the membership needs to be involved in the discussion. It was suggested that we send out an email to the membeship raising these questions to get more input and bring it up at the annual meeting .

Meeting adjourned at 9:50