

SANDWICH BUSINESS GROUP

MINUTES

April 4, 2016

MEMBERS PRESENT: Don Brown, Janina Lamb, Elaine Vazzana, Diane Johnson, Ben Adriance, Leo Greene, Julie Deak, Cindy Oxtan, Denise Roy Palmer, Jessie Chapman, Amy Underwood, Dick Seely and Patsy Carega

CALL TO ORDER: 9:35

SECRETARY'S REPORT: Diane Johnson moved to accept the minutes from our last meeting. Janina Lamb seconded the motion.

TREASURER'S REPORT: Julie Deak reported that we have a healthy balance and a healthy budget. Members have been diligent about paying their dues. Paying on line is working well. Ben Adriance motioned to accept the treasurer's report. Dick Seely seconded the motion

DS 2016 UPDATE: Janina Lamb reported that the brochure is coming together nicely. Any changes should be sent to her via email.

COLLABORATIVE ADVERTISING OPPORTUNITES:

Mills Falls Ad is completed. There were 7 participants. Main: CHI, Tappan Chairs, Carega Gallery, SHI and Surroundings. Line: JBH and Will Lehmann

Don Brown reported on future possibilities:

Barnstormers 2016 Program – Inside back cover in full color is \$825.

Sandwich Fair brochure and Exhibitors Handbook

Yankee Magazine Coop ad in May/June issue \$400

LRTA DS listing in brochure and website

Salmon Press Annual NH Summer Guide – ½ price on newsprint color adds (all sizes) for new or not recent advertisers in the guide. Deadline is April 20. After some discussion a motion was made by Amy Underwood to purchase a 1/3 of a page generic group ad. Janina will design the ad. Elaine Vazzana pointed out the importance of placing the ad on the right side of the publication. Diane Johnson seconded the motion.

DS WEBSITE: Sponsorship ads are available on Discover Sandwich website. The ads appear on the bottom of every page. November to April ads are \$25 per month. May to October ads are \$50 per month. There is no charge for design until May 1. It is also possible to buy multiple ads, which may be changed during the busy season.

LRPC SBAC (SCENIC BYWAYS) The next meeting will be Thursday, April 19, from 2 to 4 p.m. in Meredith at the Hunniston Building. This is the last meeting before the commission will present its plans to the State.

SBG BAH: The next business after hours will be at Wayside Farm on May 17th from 5 to 7 p.m. At the moment Wayside is the only presenter. If anyone interested, contact SBG.

TOWN BUSINESS FAIR: Tuesday, June 14th from 7 to 9p.m. at Samuel Wentworth Library. Sandwich business are welcome to talk about their businesses, set up displays and pass out business cards and other pertinent information.

GUEST SPEAKER: Mr. Frank Giebutowski from Lakes Region SCORE (Service Corp of Retired Executives) gave an excellent talk about the services they provide gratis to small businesses in our area. Several of our members have been highly impressed with SCORE'S results. On April 20 they will hold a workshop on Social Media at the Taylor home in Laconia. For more information visit their website at SCORE.org.

A motion to adjourn the meeting was made by Patsy Carega and seconded by Dick Seely.

Respectfully submitted:

Patricia Carega