

Sandwich Business Group Meeting Minutes

April 7, 2014

Members in attendance: Julie Deak, Ben Adriance, Becca Boyden, Dick Seery, Susan Davies, Don and Jane Brown

Meeting called to order at 8:40 AM

Secretaries Report – reviewed and accepted as written

Treasurer's Report – presented by Julie Deak and accepted. 66 members for 2014 – net gain of one from last year. Most have already paid dues for 2014.

Old Business:

A short recap of March 19 BAH at Jonathan Beede House. Hosts Susan and John Davies did a wonderful job, assisted by Betsy and Tony Leiper. ATTP players presented snippets from their play Richard III.

Brochure update: Final proof is ready for printers. Printing costs this year are quoted at approx. \$200 more than last year for 25,000 brochures. BRG cannot pick them up for us this year at the TDS printers in Nashua. We will sort out best option to obtain them – possibilities include having them shipped to BRG in Concord; or finding a member volunteer to pick them up in Nashua. Susan Davies may be able to pick them up.

Best Read Guide ad: We will take out a 1/16 pg. ad again in their Lakes Region Summer Guide. Cost of ad is \$225.00 minus 10% for prompt pymt. -which saves the group \$360.00 in the distribution cost of the Discover Sandwich brochure for the 4 months contracted (May – Aug.).

GOACC collaborative ad: 5 members participated at a cost of \$125 ea + equal participation from SBG for its website & facebook info included in ad (RA Dunlap, Surroundings, Jonathan Beede House, Sandwich Home Industries & Corner House). Total ad cost = \$750.00.

NHMF collaborative ad: 6 members participated at a cost of \$142.86 ea + equal participation from SBG (Peace of Mind Reiki, Surroundings, P. Carega Gallery, Jonathan Beede House, Sandwich Home Industries & Corner House). Total ad cost = \$1000.00.

Sandwich Fair Brochure Ad: consensus to repeat last year's ad at cost of \$195.00 for 2014.

Solicitation of associate members: No interest received yet. We will confer with Wendy Sutton to identify her original list of 25 targeted businesses. It was suggested we follow up the businesses on that list with a phone call to gauge possible interest. A subsequent list of targeted businesses should also be created and contacted.

Bulk Mail Permit use by members: interest is developing for this. ATTP has already used the SBG permit 1x and has plans to use again. Other interested members include Sandwich Historical Society, Chapman Sanctuary and the Benz Center. We should keep promoting its use to our members.

Facebook: We have over 80 "Likes" for the SBG page! Members should be reminded to submit postings to one of the group's administrators to utilize the marketing advantages of the facebook page.

Update of non-profit status with State of NH and IRS: Application has been made to State of NH for non-profit status. Once received we will forward necessary documentation to IRS to request status as a 501 C 6 (non profit) organization. An annual eCard will need to be filed annually with the IRS to maintain 501 C 6 status.

New Business:

A reminder to everyone that the Plymouth Small Business Development Center has offered to be a resource to orchestrate workshops or seminars on business topics of interest to our members. We need to brainstorm pertinent topics to pursue.

Fundraising Committee: A short conversation ensued revisiting the suggestion from last month that the SBG become involved in the Sandwich Farmers' Market by manning a table at the market. This idea needs to be developed further but options include: 1x per season, monthly, or weekly and, depending on the frequency, could entail a generic representation of the SBG, or be a vehicle for individual members to showcase their business on a given date.

Dick Seery gave a presentation regarding the concept of selling ornaments as a fundraiser for the SBG. His model was based on the Portsmouth Chamber's fundraising activity, and he presented information regarding merchandise costs and sell price points. Concept was well-received by attendees and discussion evolved into likely sales locations (Home Industries, other SBG members with retail locations). Wolfeboro Pewter was mentioned as a possible local (NH made) producer of the ornaments. Some other good suggestions: a sled dog ornament for our initial run; possibly involve a local non-profit organization as recipient of % of sales; or earmark the funds generated by the sales to help sponsor various community events.

Becca Boyden mentioned that ATTP is looking for a visible in-town office location. The idea would be to staff it for limited hours with volunteers at least during the periods of the year that they are selling tickets for their productions. She wondered if the SBG might be interested in co-utilizing the space as a pseudo-chamber information center. Finding the volunteer labor force was an identified concern.

Upcoming Events:

Should we schedule another BAH before summer? With limited mtg. attendance it was difficult to gauge interest for new host/sponsors. We will revisit the question at our May meeting.

The next SBG monthly mtg. will be Monday, May 5 at **6 PM. THIS WILL BE OUR 2ND EVENING MTG. OF 2014.**

Meeting adjourned at 9:40 pm.

Respectfully submitted, Don Brown