

Sandwich Business Group Meeting Minutes

May 4, 2015

Present: Leo Greene, Nancy Hansen, Ben Adriance, Cici Yeager, Becca Boyden, Susan Davies, Don Sutton, Peter Van Winkle, Carl McNall, Denise Roy-Palmer, Cindy Oxten, Don Brown, PJ Blankenhorn, Scott Stevens-Central NH Chamber of Commerce., Julie Deak

Secretary and treasurers' Report accepted.

Scott Stevens, Executive Director of the Central NH Chamber, spoke to us about this new Chamber that will combine three chambers into one. It includes Squam Lake, Plymouth and Pemi-Baker. They have a new web site, [Central NH org.](#) which will provide a link to individual member sites. They combine resources and can target more dollars to marketing. They will cover 5 distinct regions. Central NH will be the administrative umbrella for the organization. Each region has two representatives on the board and 5 at large.

Peter Van Winkle was contacted by the Lakes Region Chamber to create a presentation for French Tour Operators. Peter brought that presentation to show us. He presented to the French and to an Italian group. Peter is advocating a Master Plan for the "Feel" of the town and encouraging dialogue. Where does that dialogue take place? And what role does the SBG have. How can we revitalize downtown?

Discover Sandwich Brochure is at the printer and expected this week. We have dropped Ashland in the mailing and reduced the number of brochures printed to 20,000. The Industries is deciding this week if they will have an insert to stuff in the brochure. If they decide not to, we will not need a stuffing party. If we need to stuff brochures with the SHI brochure it will be on May 20th.

BRG (Best Read Guide) distribution. 175\$/month for 3 months, but it extends to more months, also 5-8 additional centers at 78\$/month. They distribute about 5000 brochures to the state welcome centers. This is now paid through the State with an additional fee. We voted to continue with this new arrangement.

Bulk Mailing Permit. Our permit for mailing the brochure and for members to use is up for renewal. We voted to keep the bulk permit, for use of our members.

We voted to join the Central NH Chamber of Commerce.

The new Web site is now first on Janina's agenda to finish, we need to get Business bios in to her. We received a grant for up to \$4000 for the implementation of the web site. WEDCO and the Quimby Trust are sponsors. There will be limited advertising spots on the new web site. This will help with the ongoing costs of the website.

All paperwork is in for our 501-C-6 status and we are still waiting word. Collaborative ads: we are in GOACC guide book and NHMF program book, and Barnstormers information is coming. OHW Brochure deadline is June 9.

New events.

- Carl Hansen's reading of his new book is May 9th at the ATTP Arts Center Sandwich.
 - Womens' Club is having a luncheon and encouraging membership.
 - ATTP is looking for housing for a summer employee.
- Meeting adjourned at 10:12 am.