

# Minutes of Sandwich Business Group Meeting

**MAY 7, 2012**

The meeting was called to order at 8:40 a.m.

**MEMBERS ATTENDING:** Don Sutton, Nancy Hanson, Jane Brown, Julie Deak, Rebecca Boyden, Diane Johnson, Will Lehmann, Cindy Oxtan, Dick Seery, Don Brown, Ben Adriance, Leslie Jose, Patsy Carega and guest Kim Smith

**SECRETARY:** The motion to accept the secretary's report from the April 2<sup>nd</sup> meeting was passed.

**TREASURER:** We have a balance of \$4554.86 in our account. Treasurer, Julie Deak, reminded us that we have an outstanding printers bill and the Best Read Guide distribution bill to be paid. The motion to accept the treasurer's report was passed. Julie will invoice those who have participated in group ads.

**GUEST:** KIM SMITH, Business Development Officer from the Plymouth Regional Chamber of Commerce spoke to the group about how she and her office can offer developmental assistance to Sandwich businesses. Business owners with no time to expand, increase traffic, write a new business plan, or seek a loan might contact Kim for advice. She has the resources and knows the services in our area who are able to help. Best of all her assistance is free of charge as she is paid by grant. Visit the Plymouth Chambers website for more information. [www.plymouthnh.org](http://www.plymouthnh.org). Kim was the guest of Diane Johnson who invited her speak to the group.

**MARKETING RECAP:**

**BROCHURE:** The new brochures are in and they look great! Best Read Guide will start distributing them this week. The remainder are at the Corner House for Sandwich Business owners to have in their shops and distribute. Don Brown will start a list of drivable distribution points in our area that are not reached by BRG. Everyone is invited to add suggestions to the list.

“Stuffing Day” for the joint mailing of the brochure with material from the Sandwich Home Industries will be May 16<sup>th</sup>, 5p.m. at the Corner House.

Don Sutton announced that new information was about to go “live” on our Discover Sandwich website.

**ADVERTISING OPPORTUNITIES:**

Recent collaborative ads have included the Inn at Mill Falls magazine, Best Read Guide and the NH Music Festival.

New opportunities: Greater Ossipee Chamber of Commerce Annual Guide. 1/2 page at \$375. Citizen of Laconia (Don B. will send email)

June 8<sup>th</sup> is the deadline for the Old Home Week Program. Send five lines about your business and/or your Old Home Week events to Leo Greene. Cost for business description is \$10.

**OLD BUSINESS**

SBG By Laws discussion will be revisited after the summer. Under discussion is whether or not we should provide an exception to membership for those who do not fit our criteria.

The goal would be to have a possible revision of the by laws by our next annual meeting .

Discover Sandwich Sign (Moultonborough destination) is still being worked on.

UP COMING EVENTS:

May 23 BAH at Mocha Rizing featuring Mocha Rizing, Lupine Blossoms, and Peace of Mind. 5-7 p.m.

June BAH – Dragonfly Yoga Barn. Date to be determined.

September BAH – Sandwich Home Industries. Date to be determined.

The meeting was adjourned at 10:40.

Respectfully submitted,

Patricia Carega

5/8/2012