

## Sandwich Business Group, June 6 2016

Called to order at 8:45. Present, Leo Green, Patsy Carega, Don Sutton, Tom Thiel, Denise Roy-Palmer, Amy Underhill, Julie Deak, Nancy Hansen, Kim Frase, Janina Lamb, Diane Johnson, Don and Claudia McIlvane, Don Brown.

Sec and Tres Report accepted.

BAH was a big success at Wayside Farm, and they are planning to do another one in Aug.

Discover Sandwich Brochure- We mailed 7038 locally. Suggested that we try to keep a small stack with us and hand them out, or drop off.

Collaborative ads, 7 in Barnstormers, 6 in Music Festival, 6 in Ossipee Chamber guide. Invoices are in the mail. Yankee Ad, a coop, 29 clicked through to website. 633 leads, a list of people who have requested information of some kind.

There are still sponsorship ads available on the web site. Prices and times vary.

Brochure design, we have had some discussion on changing the brochure. Wendy Shambaugh has offered to write a grant to fund a brochure change. We need a discussion on the future of the brochure, bigger, smaller? Digital only? before we ask for a grant. Denise Roy-Palmer offered to reach out to the Lakes Region Planning Comm, who has grants for creating maps of the area, with trails, which we could possibly link to our site. Wendy S, Diane J, Don S, & Amy U, & Janina.

Town business Fair, 7-8:30 at the Library. 284-6665 is the library number to sign up. A card table sized space, tables provided.

Janina is looking for more small stories about Sandwich businesses. She is looking for anyone else who could go to things and take pictures and get stories.

Old Homework Brochure, to submit an event or get an ad, 10\$, by June 13th.

Our guest speaker is Bill Gassman, with Google Maps, Owing your online business search and Map profile. Bill is retired from the IT industry. Local searches are more than half of the searches. 75% of our business community have no listing with google. The listing is free and you can keep your information correct. This can all be done through your gmail account. Pictures make people twice as likely to stop. Putting your business on line, through [www.GYBO.com](http://www.GYBO.com), Bill is available for help at [bill.gassman@aggles360.com](mailto:bill.gassman@aggles360.com). Bill is available for a workshop and we may schedule one with him, at the library Tuesday, June 28, 6:30 if the library is available.

Meeting adjourned at 9:45. Next Meeting Sept 12. Have a good summer.