

Sandwich Business Group September 14, 2015

Present: Gunnar Berg, Ben Adriance, Janina Lamb, Denise Roy-Palmer, Diane Johnson, Cindy Oxton, Don Brown, Nancy Hansen, Becca Boyden, Julie Deak, Jonathan Friend

Call to order at 8:40 AM

Summer review- Farmers Market on Sat mornings and Wed aft, seemed successful and traffic is improving. Lakes region Tourist Assoc. would like help promote the Gallery Walks next summer. Julie felt traffic was down at the Industries. She found her customers were looking for other amenities in town, for coffee, water, snacks, etc.

Jonathan Friend joined us. He is new in town, and is making an offer on Mocha Rising, to open this winter serving light fare and coffee and more.

Sandwich was named in Yankee Mag as one of the 10 best Towns for foliage. This should bring some traffic to town this fall.

We had a lot of discussion on generating more traffic in town. The biggest issue is parking. The Planning board has discussed this and so far no solution. Denise Roy-Palmer will speak to Lakes region Planning Commission to see if they will come and speak to us about their NH Scenic Byway program.

Web Site- The new Web Site is up and running Janina is focusing on adding content and keeping up with events. Any members that haven't gotten information and pictures of their business should do so. She has been adding event to both the Facebook Page and the WEB Site. She is working on generating income from the site from ads on the pages and would like to set up a Pay Pal account to facilitate payments to SBG.

Brochures- We printed less, but should have just enough to get us through the winter,

Non Profit status- The 501c filing is complete with both the State and Federal, and we are now an official non-profit Organization.

Advertising- There are still some collaborative adv. Opportunities available. Mill Falls, and NH Visitors Guide, Don Brown will compile an email to send out to members regarding these opportunities.

Old Web Site- We are letting the old web site expire. The Sandwich Business Group is no longer needed as all information is on the new Discover Sandwich. Janina will take care of this and keep the domain name for another cycle just in case.

ATTP is doing "Shakespeare on Tap" on Sept 24 at the Corner House, reading Macbeth. On Oct 24 is Shakespearian Idol at the Barnstormers.

Meeting Adjourned at 10:00

Respectively Submitted, Nancy Jones Hansen