

# Minutes of Sandwich Business Group Meeting

Sept 9, 2013

Call to order at 8:40, present -Patsy Carega, Don Brown, Jane Brown, Don Sutton, Wendy Sutton, Becca Boyden, Dick Seery, Ben Adriance, Susan Davis, Nancy Hansen Julie Deak, Diane Johnson

Minutes accepted . Treasurers Report: all bills received have been paid, some member dues still outstanding, minutes accepted.

Summer Recap-

- Summer business was up and down, but generally a better Summer
- Farmers Market has done OK, Several are going to Tamworth.
- Barnstormers Ad, was negotiated to \$800.00 and our ad was in their program, our ad was also in the Big E in Mass.

New Business:

- SBG Trade name has expired a/o last year, will be renewed this year.
- Don Sutton is working on a Spread sheet showing our past marketing, to be able to better determine where we want to advertise.
- Don Brown and Wendy Sutton are working on solicitation of new members, and a working on a letter and who to send it to.
- Facebook page Is easier than we thought, we can have multiple administrators. It is very interactive and we have the ability to repost and feed off each other, The administrators have the ability to censor derogatory posts, It does have to be launched from a personal page, but, that personal page is not accessible by any members.
- Branding a Logo, do we want to create a logo and have marketing pieces to sell and display.
- Bulk Mailer- We now have our own Bulk Mailer members can use it for their own mailings, should we have a fee for this? Flat rate, or per piece? Our permit is a for profit? Do non-profit org, get the non-profit or for profit rate.? Rate is based on many different criteria, weight, amount, profit status. Don Sutton will try to clarify these questions. Should we try to get someone from the Post office to come and speak on uses of the bulk mailers?
- Chris Robbins, contacted Don re a Community Brochure, more of a magazine, He has offered to connect at a meeting. It is an interesting brochure, and could have some ideas for us.

Upcoming events-

- Business after hours -Suttons are willing to host on Oct 16<sup>th</sup>, looking for co-hosts
- Sandwich Sidehiller race is Sat Feb 15
- Sled Dog Race is also Feb 15,
- Christmas in the Village tentative dates are Nov 30-Dec 1. Most people want it to e one weekend later, It most likely will be moved to Dec 7 & 8. Should the Town become the umbrella for the event and make it a bigger weekend involving the whole town.
- Shakespearian fundraiser with ATP is Oct 19 7:00 at Barnstormers.

Meeting Adjourned 9:35. Next Meeting Oct 4, 8:30 Am at the Corner House.

Respectfully Submitted, Nancy Jones Hansen, Sec.