

## SANDWICH BUSINESS GROUP

### MINUTES

February 1, 2010

### ATTENDING

Ben Adriance, Jim Barrie, Gunnar Berg, Becca Boyden, Don Brown, Patsy Carega, Julie Deak, Diane Johnson, Bob MacArthur, Lisa Scott, Don Sutton

President Don Brown called the meeting to order at 8:43 a.m. at Mocha Rizing.

### APPROVAL OF MINUTES

The minutes of the January 4, 2010 meeting were approved.

### TREASURER'S REPORT

Julie reported that nine members have paid their dues since the annual meeting. The balance as of January 31, 2010 is \$3,877.47. She noted that the budgeted numbers are last year's numbers and must be reviewed for 2010. Don Sutton will bring forward the new numbers for us to formally approve at the next meeting. The Treasurer's report was approved.

### ONGOING BUSINESS

#### 2010 BROCHURE

##### Design:

We received a proposal from Janina. Last year's printer, Keystone Press, came up with the best price for two color brochure (\$1,853). TDS Printing of Nashua, quoted \$2,300 for four-color, as compared to \$2,800 from Keystone). Janina's quote for her time was \$1,000 for design of two-color and \$1,300 for four-color. Based on the most favorable rates, the total difference for four-color is \$743.

Ben asked for clarification as to whether we are thinking of the fold-out brochure again or a booklet. We are proceeding with the fold-out format we have used in the past. Diane suggested that the four-color approach might help attract prospective new members who are considering joining.

It was move seconded and passed that we go with 4 color brochure.

##### Brochure Distribution:

We have used BRG in the past couple of years. Don B will contact them regarding a similar contract for this year and will present his recommendations next meeting.

We agreed to mail again to residents of neighboring towns. We will review the costs for mailing to each town as a way of assessing whether we would want to save money by not mailing to all the towns.

##### Membership Drive / Recruitment

Nine members have paid and two have submitted forms to date. Don Sutton will post the membership form on line. Don Brown asked about identifying potential new members to approach. Don B. will post

a note on the Sandwich Board. Becca inquired if we can highlight ways in which the service sector businesses will benefit. Julie noted that many of those business owners appreciated the direct mail last year. Ben raised a question about the categories. Are there some new categories that would attract potential new members? Becca suggested that we might organize on the basis of geography, beginning with the in-town businesses.

We confirmed that the photo committee consists of Diane, Susan, Julie, Lisa and Patsy. All photos go to Lisa initially.

## EVENTS

Don S. asked that people share any photos they have of community events for posting on the web site.

### Winter Carnival

No one in attendance had participated.

### Sled Dog Race

We're waiting on snow!

### 2010 Gallery Walks

Patsy reported that the gallery walks will be June 18, July 16, and August 13 from 5:00 – 7:00 p.m.

### Sandwich Home Industries

Julie announced that the annual meeting of SHI is February 25th at 6:30 p.m. at the Benz Center. The program starts at 7:00 p.m. Blacksmith, Gary Kalijian, will be the keynote speaker. The public is welcome.

### Squam Chamber Meeting

Don Sutton announced that the next breakfast meeting of the Squam Chamber will be February 11th at 8:00 a.m. at the Science Center. Don will be the speaker, and his topic will be "A Window into Your Business" which is based on the course he teaches at Plymouth State.

## NEW BUSINESS

### SBG Signs

Jim Barrie presented the idea of creating a sign that SBG members could post to advertise SBG and their membership. Subsequent discussion raised comments and suggestions including stickers. Gunnar agreed to work with Jim to flesh out a proposal including various options and costs.

Don Sutton re-surfaced the idea of hanging a Discover Sandwich sign in the Old Country Store parking lot pointing the way to town. Don Brown agreed to approach the owner. It was suggested that a sign at the exit of Heath's parking lot would also be a benefit. Diane will check with Doug Murphy, the owner of the property across the street, to see if it is a possibility.

### Upcoming Second Cup Conversations

Don Brown asked for ideas of topics that people would be interested in discussing during the coming year. No topics were forthcoming. However, Ben suggested posting an inquiry on the Sandwich Board.

#### NEXT MEETING

The next SBG meeting will be March 1, 2010 at 8:30 a.m. at Mocha Rizing.

#### ADJOURNMENT

The meeting was adjourned at 9:41 a.m.

Respectfully Submitted,

Bob MacArthur

#### SECOND CUP CONVERSATION

Don Sutton led a discussion about our two websites and ways to enhance their impact.