

## Sandwich Business Group

March 5, 2007

### Minutes

Call to Order: Meeting called to order at 8:40 AM by President Lisa Shambaugh.

In attendance were Lisa Shambaugh, Don Sutton, Connie and Colleen Yanuszeuski, Betsy and Tony Leiper, Diane Johnson, Sean Papp, and Don Brown.

2007 Brochure Discussion: 50+ Sandwich businesses have signed up for brochure inclusion so far. Don Sutton mentioned that he has been unable to reach Dave Burda (Express Clean Out of NE) and asked if anyone knew how to contact him. Don Sutton volunteered to be in charge of following up with 2006 members who have not yet responded.

Specs for 2007 Brochure:

Print 20,000

Same format as last year

One or two color? what color(s)

Get quote from CTM for printing brochure

Don't pursue Express Graphics for a quote – they're out of business

Consensus is to use a "brighter" paper than last year's brochure

Keep "antique" feel to brochure

Send email message to membership to submit photos for new brochure

Discussion of Member "Sign-up" Situation:

-Concerns that we have had confusion in the past regarding some businesses signing up for a certain membership level, but not submitting the appropriate fee. Perhaps some of the confusion stemmed from the on-line sign up form.

-How hard should we pursue members who don't respond? It frequently takes 2,3 or more phone calls to get in touch with some.

-Proposal to send a written notice to delinquent members to inform them that they will not be included in 2007 brochure and other marketing opportunities if they do not respond immediately.

Marketing Committee:

-Should begin working with Membership Option 2 businesses to explore available marketing opportunities.

-Also, Sandwich Fair ad needs to be put together ASAP.

SBG Mission Statement Discussion:

Lisa proposed a variation of the mission statement roughed out at our Nov. 13, 2006 meeting. It read as follows:

“The Sandwich Business Group strives to provide Sandwich businesses with an opportunity to collectively advertise and market our businesses. In doing this, we hope to promote our businesses in a manner that will enhance, preserve and protect the unique heritage of our community.”

Lisa’s proposal was accepted. It was decided that the new mission statement should be put into the 2007 brochure.

Discussion of By-Laws:

A By Law committee was formed to create a draft of SBG by-laws for membership review at our next meeting. Sitting on the committee is Lisa Shambaugh, Don Brown, Tony Leiper, and Sue Davies.

Meeting adjourned at 9:20 AM

Next Meeting: Monday April 2 - 6:30 PM at Corner House Inn