

SANDWICH BUSINESS GROUP

MINUTES

May 3, 2010

ATTENDING

Gunnar Berg, Becca Boyden, Don Brown, Susan Davies, Diane Johnson, Bob MacArthur, Don Sutton

CALL TO ORDER

President Don Brown called the meeting to order at 8:39 a.m. at Mocha Rizing.

APPROVAL OF MINUTES

The minutes of the April 5, 2010 meeting were approved.

TREASURER'S REPORT

Julie was not able to attend the meeting but submitted her report in writing. The balance in the account as of April 30, 2010 is \$4,274.32 plus \$630 of receivables. This balance includes the printer invoice of \$2,470.00 as paid, although the check has not yet been sent, pending receipt of the brochures. 49 members have paid dues @ \$90 and one has paid dues @ \$75. 16 members have paid the additional \$50 for the enhanced web listing. The Treasurer's report was approved.

ONGOING BUSINESS

Multiple Membership Question

Don Brown reported that he has reviewed the SBG by-laws and there is nothing in the by-laws that addresses the issue of multiple membership listings.

After discussion by the group the following motion was introduced, seconded and approved:

If a member would like to list more than one business under a single heading in the brochure, the fee would be a single membership. If more than one business is listed in the brochure under separate headings, the full membership fee will be charged for each separate listing. If a member chooses to describe multiple businesses and website links under a single heading on the enhanced web site, the charge is for one enhanced web site listing. If a business chooses to list multiple businesses under separate headings on the enhanced web site there will be a separate charge for each listing.

The discussion and action related to multiple membership listings raised the need to revise our by-laws. The following motion was introduced, seconded and approved:

that we amend the SBG by-laws to reflect the multiple membership structure that we just adopted and that we notify the membership of the proposed change in time for a vote at the next monthly meeting, June 7, 2010. Don Brown agreed to circulate the proposed changes.

Brochure status

Don Brown announced that the brochures are arriving at the Corner House Inn tomorrow (May 4th) at 12:00 noon.

Bulk mailing

We agreed to meet Wednesday May 19th at 5:00 p.m. at the Corner House to stuff brochures.

Brochure distribution

Don Brown will submit the requisite brochure distribution application to the State of NH. Having discussed distribution options with Dick St. Onge of Best Read Guide, Don Brown recommended that we add Lebanon, Littleton and North Conway to the number of distribution centers as a way to increase exposure in three key areas. This would bring the total to seven. The cost of the four distribution centers that we currently supply in the central and southern part of the state would be \$25/month for four months, although BRG continues to distribute the brochures until they are gone in the fall. The cost of distributing in all seven sites would be \$45/month, an increase of \$80 for the three additional centers. We agreed to proceed with the seven sites this year.

SBG Signage and/or Stickers

Don Brown will submit an application to the Historic District Commission based on the prototype that Jim Barrie shared with us at the February meeting. In our discussion we recalled that the original motivation was to brand SBG and to tie it to Discover Sandwich. We questioned if the proposed size and design of the sign accomplishes that goal. After considerable discussion we agreed that "SBG Member" should be the only language on the sign.

Don Sutton reported that Janina Lamb knows a company that would produce bumper stickers for approximately \$.35 per sticker. Gunnar had produced a prototype that includes the Discover Sandwich logo in color. We agreed that Gunnar's design will be the basis for a quote that Don Sutton will secure from Janina.

Location Signage

Don Brown has not yet talked with the Holdens at the Country Store. Before he does, however, he would like clarity on the design concept for the proposed sign. After discussion we agreed that the sign would include the Discover Sandwich logo with a directional arrow, mileage and website address.

Collaborative Ads Status

Don Brown shared a proof of the ¼ page ad that will appear in Best Read Guide and the Greater Ossipee Area Chamber of Commerce publication. He also confirmed that we are in the Sandwich Fair brochure again this year.

FUTURE SECOND CUP CONVERSATIONS

Nancy and Susan suggested that Kelly Goodson talk about establishing a Food Coop as part of the Second Cup Conversation. Nancy will invite her to our June meeting. Don Brown will talk with Christine Cherry about presenting a Second Cup Conversation on social media in the fall.

NEXT MEETING

The next SBG meeting will be June 7, 2010 at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

There being no new business the meeting was adjourned at 9:49 a.m.

Respectfully Submitted,