

Sandwich Business Group

Minutes

June 6, 2011

MEMBERS PRESENT: Ben Adriance, Cindy Oxton, Don Sutton, Julie Deak, Mark Woollett, Becca Boyden, Don Brown, Jane Brown and Patsy Carega

Don Brown called the meeting to order at 8:35 a.m.

Secretary's report : a motion was made and seconded to accept last month's minutes.

Treasurer's Report: Julie Deak reported a balance of \$1615.89. Brochure costs have been paid including brochure mailing. Eight members have not paid their dues. The GOAC ad has not been paid for. A motion was made and seconded to approve the treasurer's report.

Brochure: the 2011 edition of the brochure is back from the printer. 12,000 have been give to our distributor. An additional 1200 have been given to Preferred Rentals to include in rental packages. Local distribution includes member participation. Keep the brochures in your car and drop them off wherever seems appropriate in your summer travels. Suggestions included Barnstormers, Brassheart Inn, Tamworth B & B's, Center Harbor B&Bs and Remax Rental.

Barnstormer ad: The collaborative ad seems to be falling apart. Patsy, Don Sutton and Julie Deak will advertise together as the Art Galleries of Sandwich.

Discover Sandwich Directional Sign: Julie Deak proposed two designs for directional sign to be place at the end of the Moultonboro Country Store's parking lot. The sign will be long and not too wide with a finger, Discover Sandwich Logo and mileage. A \$300 budget was approved for signage. Ben Adriance will find a sign post. He will also clock the mileage. Don Sutton will clock the mileage to Heath's parking lot in Center Harbor which is the second location for a directional sign.

Suggestions from Cindy Oxton: The Meredith Village Savings Bank has a digital communications bill board in front of the Meredith office where we can post Sandwich Business Group member's events. Contact Cindy at coxton@mvsb.com.

Cindy also discussed monthly statement stuffers. There is a printing cost but they can be target specific. They usually are a half page size.

Finally Cindy talked to us about Generation Gold which is a program where local businesses partner with the bank to offer a discount or a special to area clients of the MVSb. Participating members can display in the lobbies of branch banks and will be featured on the Gen Gold's website which has national coverage. There is no cost to the business but the discount/special it offers.

Radio Station Opportunity: Don Sutton spoke about his meeting with Jennifer Hayes at Greater Nassau Broadcasting. (WLNH, 98.3). The station has a Community Connection Page where members of the community can post their events. The events are randomly announced on the radio station during broadcasts. The station is a potential outlet or promotion for our members.

If you are interested or want more information, contact Jennifer Hayes at jhayes@nassaubroadcasting.com. Her phone is 603 524.1323.

BAH (Business After Hours) for September: Patsy Carega will hold the event at her Gallery on September 21st from 5 – 7 p.m. Other featured business will include Ben Adriance chair caning. If you would like to be featured at this event, contact the SBG.

Becca Boydon asked if the group would be interested in sponsoring Advice to the Players this summer. The sponsorship would cost \$500.00. The group felt that there were too few members present to speak for the entire membership and that in general we support community events but probably should not support events of individual members. We can take a display ad in the program.

The next meeting is scheduled for Sep 12th.

Don Brown adjourned the meeting at 9:40 a.m.