

## Sandwich Business Group Meeting Minutes – Sept. 12, 2011

Attendees: Don Brown, Jane Brown, Don Sutton, Becca Boyden, Julie Deak, Ben Adriance, Cindy Oxton.

Meeting called to order approximately 8:45 AM.

Secretary's report (review of June 6, 2011 minutes). Minutes were approved as written.

Treasurer's report given by Julie Deak. We have a current bank balance of \$2,272.80, with outstanding receivables of \$485.84 and payables of \$210.00. There will be some end of year adjustments (1 more month's brochure distribution, webmaster fee, etc.) but we should end the year close to the balance we are currently carrying.

### Summer Review:

Don asked for feedback on the businesses represented at the Sept. meeting. Most said business was still negatively affected by the slow economy. Some businesses were down a bit from previous year, some about the same, some up a bit.

### Marketing Initiatives:

Don recapped the details of the Discover Sandwich brochure: 25,000 printed, 12,000 distributed by BRG to visitor welcome centers, 8000 distributed locally by bulk mail, 5000 distributed by placement in local venues, including member locations, local visitor points of interest, 700 to the Big E in West Springfield MA, 1200 to Preferred Properties, Squam Artists Workshop, Meredith, Squam, & Ossipee Chamber info booths, etc.

ACTION ITEM: Don mentioned that it would be a good idea to create a guideline checklist for local distribution points for next season.

The MVSBS digital sign on Rte. 25 in Meredith was discussed as a tool to market member events. Some businesses used this tool, but mentioned the results were mixed in terms of the message scheduling and contact ease.

Collaborative ads for 2011 were summarized: BRG Lakes Region book, GOACC guide book, Barnstormer's program, The Laker and Weirs Times newspapers, and the Sandwich Fair brochure.

### Old Business:

Don reported on the progress of the proposed Discover Sandwich directional sign for Moultonborough. We have a sign maker engaged, the owners of the Moultonborough County Store have given their approval to the final sign design and placement, and the sign application has been submitted to the Town of Moultonborough. We are awaiting the determination of the town before proceeding.

The next SBG Business After Hours was discussed. Tentatively scheduled for Wed. Sept. 21 at Patsy Carega's gallery, it was the consensus of those present that Thurs. Sept. 22 would be a more convenient date. Don will contact Patsy to discuss moving the date. Ben is still available to demonstrate chair caning at the event. Don will ask Nancy Papp from Mocha Rizing if she would like to help out with refreshments. Don will promote the evening via email (and snail mail where necessary) to the membership, and place notice on the Sandwich Board.

#### Fall/Winter Community Events:

Sandwich Fair: we may ask any SBG member who displays at the Fair if they would also display some Discover Sandwich brochures.

Halloween Hauntings: Don mentioned that Rec. director Leo Greene would like to encourage involvement by SBG members to participate in the town center Halloween Hauntings. This can be discussed in greater depth at our October meeting.

Christmas in the Village: Do we want to support the wagon rides in a similar fashion this year? Last year the money was not spent because the horse people cancelled due to bad weather and a health issue with one of the horses. This should be discussed further at our next meeting.

MVSB offers their lobby(s) for business displays and we used the Ctr. Harbor branch for this purpose last year to market Christmas shopping in Sandwich (and Christmas in the Village weekend).

**ACTION ITEM:** We should reserve space again this year.

#### Marketing for 2012:

Don spoke about forming a small group of members to work on identifying initiatives for the group for 2012. What are we missing? This would better help us to create a sound budget plan for next year.

Becca spoke about the possibility of joint advertising between ATTP and some of the member businesses (galleries, shops, eateries, etc.). She mentioned collaborating on posters, etc. that would entice visitors to come to Sandwich. This is a good idea that merits further thought and discussion.

#### Membership Recruitment and 2012 slate of officers:

All agreed that recruiting new member businesses and enticing more members to become actively involved in the group via meeting attendance and officer recruitment is very important for the sustainability of the group.

**ACTION ITEM:** Don suggested putting together a recruitment packet. Perhaps some volunteers could be found to work on this.

#### New Business:

Youth Soccer Uniforms – Leo Greene is still working on something to propose to the SBG for helping to sponsor some youth league programs in town. The most likely scenario would be for the group to sponsor some sort of T-shirt (with SBG logo) for one of the teams. To be continued.....

2nd Cup Conversations: Don mentioned that we have not scheduled one of these after a regular monthly meeting for some time. The general consensus was that the Business After Hours format might be a better concept to focus on for now, for member networking.

Meeting was adjourned about 9:30 AM. Next meeting – Mon. Oct. 3, 8:30 AM at Mocha Rizing.