

SBG Meeting Minutes Oct 17, 2016

Present: Elaine Vazzana, Janina Lamb, Ashley Bullard, Don Sutton, Don Brown, Diane Johnson, Cindy Oxtan, Patsy Carega, Jessie Chapman, Nancy Hansen, Julie Deak, Leo Greene, PJ Blankenhorn, Denise Roy-Palmer

Call to order 8:42

Minutes: 9/12/16 approved (Don S/Patsy)

Questionnaire

- No responses to questions about maintaining website, submitting photos, etc.
- Janina – willing to continue but needs input of blog posts, photo submissions, help with calendar
- Wendy – Library considering maintaining a community calendar both for organizations to schedule events and the public to see what's going on
- Janina – not many businesses sign up to advertise on the web site; \$25 per month; helps to sponsor website
- Don B – perhaps solicit members to sign up for one month each year; Dick Seery suggested a supplemental invoice to maintain the website

Brief discussion about meeting occasionally at night; no interest at this time – morning works well for most people

Yankee Magazine

- Don B – came out late April, good response
- Julie – stats through mid Sept: 910 leads 103 click through, 250 email addresses; mostly from New England, fair amount from mid-Atlantic
- What to do with emails; send monthly email newsletter?
- Julie – no tracking by specific category of interest
- Mills Falls ad doesn't do similar feedback
- Don B – need a plan for follow-up to those who access the website

Annual Advertising

Don S prepared a spreadsheet of advertising opportunities utilized in prior years with timing of advertisement. Suggests sending to members now to determine interest rather than wait until deadlines.

- Julie – can provide a range of costs for each ad as the total cost for some is split by those who sign up
- Don S – most of the ads are not targeted to a specific group or business, other than tourism

Budget: Don B, Julie, Wendy, (and Cindy signed up after the meeting) to meet to develop 2017 budget

Membership: Don B suggests getting organized earlier to solicit new members. Discussion about whether dues will be raised and all agreed that it would be best to keep the dues at the same level for 2017. Julie noted that the biggest budget item is the brochure.

Website Help: Ashley suggested contacting Alison Duffield at ILHS – she connects students with businesses.

Mills Falls Ad: keep it on the radar and hope there will still be a discount early 2017

Xmas in the Village: December 3 & 4

- Wagon rides: all agreed it would be good to do again; Bruce Locke charges \$600 for 11 – 2 and is the best choice as he has multiple teams, wagons, and drivers and has insurance; Cindy will check her MVSB budget; maybe crafters could put some money in
- Tree Lighting: Friday night by the P&R Dept.; ATTP will host Xmas story readings for children after the lighting
- Library is sponsoring a Gingerbread House Decorating Contest on Saturday
- Julie and Diane do the brochure for the weekend

PJ Blankenhorn gave a brief overview of the Community Development Finance Authority's Tax Credit Program. Business donating to non-profit organizations receive a 75% state tax credit for the contribution which can be applied to NH business taxes. The Children's Center has been awarded \$125,000 in tax credits to renovate after school classrooms and this program will assist their goal.

Annual meeting set for January 18, Wednesday. No one has plans for a Business After Hours event at this time.

Halloween in the Village: Ashley is hoping to re-invigorate adult participation and will post news on the Sandwich Board about an organizational meeting.

Meeting adjourned at 9:44 (Ashley/Jessie)