

Minutes of Sandwich Business Group Meeting

04-01-13

5:30 pm Corner House Inn

Attendance: Don, Jane and Anna Brown, Peter Van Winkle, Jen Elliott, Diane Booty, Rebecca Boynton, Lisa Scott, Ben Adriance, Diane Cook Johnson, Cindy Oxton

Treasurer's Report: Julie Deak was unable to attend as her road was closed due to mud. Motion to be approved, Rebecca, Ben seconded. Approved.

Minutes of March Meeting: Motion to be approved: Ben, Rebecca seconded. Approved.

Membership: Don noted there is currently over \$6000 in the account and that 5 business didn't renew, and 5 new ones added. All members from last year were called to make sure they wanted to be included. Peter VW suggested that we should survey members to find out how they like the brochure and if they are satisfied with the SBG. Member input should be solicited for ideas and suggestions regarding the brochure and overall satisfaction with SBG. Peter encouraged those present to keep promoting the SBG.

Old Business

Mills Fall Ad and Preferred Properties: The pages are put together and each has 5 or 6 major businesses and 5 or 6 line ads. Businesses included have pretty much paid. Rebecca noted that Advice to the Players is also listed on the theater page. Don passed around proofs.

List of Businesses –Peter volunteered to make up a one page list of businesses on his computer.

Brochure: The brochure is in it's final stages and Janina Lamb is just looking for final approval. A photo of the Sandwich Coach is on the cover and Don asked if anyone knew who took the photo. It was determined that the photo was taken in 2007 by looking at the people riding in the coach. The same printer will be used to print the 25,000 brochures and 8,000 of those will be bulk mailed. Don is checking with the Post Office in Center Sandwich on requirements for a bulk mailing permit. The cost is \$200 to set up the permit and \$200 per year to maintain it.

Best Read Guide: The Best Read Guide will distribute brochures to 8 NH welcome centers and to locations in the central part of state. For best rate, SBG needs to take an ad in the Summer BRG. It was decided to have SBG purchase a 1/16 page ad which will include the website DiscoverSandwich.com and a QR code.

GOACC: Done noted that there is not enough participation for a full page ad yet

Barnstormers Program: Last year SBG had a full page ad, but the group has not yet been contacted for an ad this year.

Sandwich 250th Book: An ad can still be done this week. Lisa motioned that we take a ½ page ad, Jen seconded. Approved. The ad will include the SBG Logo and mission.

Building Better Business Opportunities: PVW will work with Don.

Mission statement should be included in the brochure. Don will work with Janina.

Basic \$90 annual membership in SBG includes brochure and linkable list on website. An additional \$50 gives a business space for a photo and a longer description on the Discover Sandwich website.

Associate members are not listed in brochure due to space but they could be listed as associates on the website. They get a space on website and can purchase an enhanced listing with links. Peter suggested SBG come up with a way to look for associate members. It was discussed that anyone who can be a full member couldn't be an associate member. The new Bylaws have a description of Associate Members. Nancy Hansen's link on the website is not configured correctly and she and webmaster Don Sutton should be able to correct this.

Social Media: Nothing new to report--working with Plymouth Chamber but instructor not currently available.

Street Light Request: At town meeting, it was voted that even though older incandescent bulbs are more expensive, voters wanted to keep street lights warmer colored and no longer being manufactured incandescent bulbs and wait for more option of LEDs and let technology catch up. The town wants to find and purchase incandescent bulbs, Bob Rowan contacted Don and wanted to know if SBG wants to help with purchasing bulbs. Consensus of the SBG present was to stay out of town politics. Lisa moved that SBG pass over discussion of this until next year. Rebecca seconded. Approved.

Business after hours in March with ATTP and Corner House had great performances and delicious food but not a huge turn out. Discussion was to have lock in dates earlier and to do BAH on a regular basis. Dragonfly Yoga had a good turn-out. It seems to work best to have 3 or 4 businesses co-sponsor. Maybe one in the summer could be with the Farmer's Market and Landscapers. The grassy area across from the tennis courts is being cleaned up and will be an expansion of the town green. This should enhance the setting for the Farmer's Market. Lisa moved and Ben seconded that SBG support the green project and Farmer's Market. The SBG and Sandwich Home Industries could work on this together. Approved.

Next Meeting: May 6 at 6 pm at Corner House.

Adjourn: At 7 pm, Lisa moved that the meeting be adjourned. Diane seconded. Approved.

Respectfully submitted, Diane Cook Johnson, Secretary Pro-Tempore