

Sandwich Business Group: May 1, 2017

The meeting was called to order at 8:39 AM.

Present: Don Brown, Don Sutton, Taryn Flynn, Jon Greenawalt, Martha Nichols, Kathryn Field, Cindy Oxton, Denise Roy Palmer, Joanne Haight, Diane Johnson, Dick Seery, Wendy Shambaugh

The April 3, 2017 minutes were accepted with one typo on a motion by Don S. and a second by Taryn.

Wendy reviewed the Treasurer's report, noting that the expenses for the brochure and postcard will be approximately \$700 less than last year. There are 6 members with outstanding dues; statements have been sent. The report was accepted on a motion by Jon and a second by Taryn.

Don B reviewed the advertising, both collaborative and SBG:

- Barnstormers summer program: collaborative, 8 members
- NHMF & NH Master Chorale bundled ads: collaborative, 6 members
- GOACC summer guide: collaborative, 6 members
- Salmon Press summer guide: SBG; includes 500 word press release and pictures; advertisement with the picture was subsequently approved
- Laconia Sun summer guide: SGB; also includes pictures
- Yankee Magazine: SGB

The brochure is at the printer and should be available in a week; it will be distributed through Best Read Guides. The \$1250 cost for the postcard is for a print of 10,000. Five hundred will be kept for distribution during events and the additional 2,500 over last year's print of 7,000 will be distributed in Meredith. Don S raised the question of maintaining the SBG postal permit, since the cost of the postcards includes mailing under the printer's postal permit. It was acknowledged that the SBG permit can be used by members, although it has rarely been used. Don S will review the cost with the post office and report next month.

SGB maintains membership with the Ossipee Chamber and will be joining the Lakes Region Chamber. There was discussion relative to joining the Central NH Chamber which is undergoing a re-organization. It was agreed to review their progress next year and reassess membership at that time. Don S reported that some businesses in Moultonboro are considering creating an organization. Cindy explained that the Center Harbor businesses have created the Center Harbor Community Development Association, an informal gathering of businesses which work with the town to promote tourism and provide collaborative advertising opportunities. Tamworth is also considering a visitor organization separate from the Economic Council and may like to work with the SBG.

Upcoming Activities:

- The Art & Building Tour is coming together; details will be worked out in the next few weeks.

- Business After Hours: Wayside Farm, 5/20 3-6 PM; MVSB, the Dessert Table, Elevens Kinetic Eatery, and possibly the Creamery will be present.
- Educational Workshops: Wendy reported on the Digital Marketing seminar she attended. Janina is willing to do a talk on marketing. Jon offered to do a two day workshop on empathy; after brief discussion, he agreed to do a short talk about the program to determine interest in a workshop. The group felt the fall was the best time for seminars and workshops since many of the members have seasonal summer businesses.
- Don B and Diane P gave an overview of the origins of the Scenic Byways Committee. The impetus for creating and maintaining a route from Tamworth through Sandwich to Holderness would need to come from the community, encouraging the town governments along the way.
- The Sandwich Home Industries will open on 5/20/17 and will promote a celebration of arts and crafts on 5/28/17 with artists demonstrating their art; Kathryn will be leading a watercolor class from 1 – 2:30. Kathryn is also expanding her teaching classes at her studio for the summer.

The next meeting is June 5, 8:30 AM. There are no meetings in July and August.

Meeting adjourned at 9:39 AM.

Respectfully submitted,
Wendy Shambaugh, Secretary Pro-tem