



**Sandwich Business  
Group**

[www.DiscoverSandwich.com](http://www.DiscoverSandwich.com)

## **Sandwich Business Group Annual Meeting**

**January 23<sup>rd</sup>, 2019 Corner House Inn**

**Present:** Nancy Hansen, Carl Hansen, Jennifer Wright, Abby Hambrook, Joanne Haight, Susan Davies, John Davies, Steve Olafsen, Tracey Olafsen, Vicky Galkina, Matthew Lang, Cici Yeager, Mary-Ann Schmidt, Dick Seery, Connie Seery, Wendy Shambaugh, Ben Shambaugh, Don Sutton, Wendy Sutton, Patsy Carega, Chip Kimball, Susan Bryant Kimball, Chris Boldt, Ted Adriance, Carolyn Boldt, Cindy Oxton, Kevin Sayers, Derek Marshall, Linda Marshall, Ellen O'Neil Karnan, Kevin Karnan, Taryn Flynn, Barbara Wilson, Jane Brown, Kathryn Field, Will Lehmann, Denise Roy-Palmer, Martha Nichols, Deb Nininger, Jessie Chapman, Don Mayer, Jon Greenawalt, Janina Lamb, Kim Frase, Don Brown, Adam Nudd-Homeyer, Lobin Frizzell.

**Call to Order 7:30 PM**

**Motion made and seconded to accept Minutes and Treasurer's Report and approved unanimously.**

**Year in Review:**

- 13,000 Discover Sandwich brochures were printed and distributed through welcome centers in Central NH.
- 10,000 large postcards were mailed to Sandwich and surrounding towns of Moultonborough, Center Harbor, Tamworth and Meredith with the goal of highlighting local businesses.
- 49 Welcome Packets with Discover Sandwich brochures were mailed to new Sandwich residents.
- SBG received a \$16,600 grant from Quimby Trust to be used towards advertising in designated venues. Adam Nudd-Homeyer was recognized for preparing the grant paperwork and leading the Advertising Committee. The 2018 ad campaign was created around Mona Lisa concept. This concept was conveyed through both printed and digital media, and Mona Lisa cutout was placed at various local businesses to drive customer traffic.
- SBG sponsored a refreshment table at 2018 town meeting as well as several other community events, such as the Shredding Day and Summer Festival.
- Sandwich House Tour was another event organized and sponsored by SBG, and it was a tremendous success with over \$2,700 raised and donated to Sandwich Central School to go towards the 6<sup>th</sup> grade Washington DC trip. Wendy Shambaugh was recognized for coordinating this event.
- Discover Sandwich Facebook page has 562 likes up from 400 likes last year.

- Sandwich BLT (Business, Leisure, Tourism) Electronic Newsletter was sent out for the first time in 2018. It was well received, and SBG is looking into sending a few more throughout the year. Janina Lamb was recognized for her work on the Group's digital platform.

- SBG Mission Statement was revised and now reads:

**Provide Sandwich and Associate businesses and organizations with a variety of resources and material support to grow, thrive and sustain themselves.**

**Celebrate our unique heritage while encouraging adaptation and change for growth and stability.**

**Create a welcoming and supportive environment for families, visitors and community groups.**

**Use our influence, skills and resources to assist in building a vibrant community of engaged, caring and committed citizens.**

- Jon Greenawalt was recognized for his work on the Revision Committee.

#### **New Year 2019:**

- Wendy Shambaugh presented 2019 Budget and spoke about membership fees:

\$130 Full Membership (\$120 if paid by Jan. 23<sup>rd</sup>)

\$75 Associate Membership

Website Sponsorships are available for \$100/year or \$60/6 months (limited to 14 ads)

Sustaining Website Sponsorships are available at \$500 a year

#### **Motion made and seconded to accept 2019 Budget and approved unanimously.**

- Adam will work on re-connecting with Quimby Trust and soliciting another advertising grant.
- SBG is considering hosting the following community events in 2019:
  - another Shredding Day (in collaboration with a neighboring town)
  - another House Tour (volunteers are desperately needed to assist with this)
  - BAH events (Business After Hours)
- SBG is also exploring solicitation of Bus Tours and creation of Scenic Byway.
- Janina Lamb spoke about new ideas for the website and Facebook Page. She encouraged SBG members to submit content to be featured online and participate in blogging about local news and events.

#### **Nomination of Officers for 2019:**

Adam Nudd-Homeyer, President

Jon Greenawalt, Vice-President

Wendy Shambaugh, Treasurer

Vicky Galkina, Secretary

**Motion made and seconded to accept the nominated slate and approved unanimously.**

- Don Sutton and Diane Johnson were recognized for their work on the Nominating Committee.
- Outgoing President Don Brown and Secretary Nancy Hansen were thanked for their many years of service with SBG. We look forward to their continued involvement in the Group and on special committees.

**Other Business:**

- Reminder that SBG meets the first Monday of each month at 8:30 AM except for July and August. All members are welcome and encouraged to attend.
- Reminder to pay membership dues. SBG now accepts payments through PayPal.

**Business portion of the meeting adjourned at 9 PM.**