

SBG Nov. 5, 2018 Mtg. Minutes

Present: Janina Lamb, Martha Nichols, Patsy Carega, Jon Greenawalt, Gunner Berg, Don Brown, Denise Roy-Palmer, Vicky Galkina, Diana Evans, Dick Seery, Don Sutton, Adam Nudd-Homeyer, Susan Davies, Will Lehmann, Kathy Fife - *Canterbury*, Nancy Hansen, Chris Matto - *Sandwich Postmaster*, Diane Johnson.

Thank you to Jon G. for continued support of the web site.

Minutes and treasurer's report accepted.

On-going business -New budget was presented. Suggested to keep the dues the same. Jon reported on the By Laws. He handed out a draft by his committee. We all took a copy home to review for discussion later. Some comments were, a more positive take on the talking points. Janina pointed out that our group seems to already be going in a more communal direction. Send comments to jgreenawalt@pmpcoach.com.

Adam submitted a report that will be submitted to the Quimby trust re our ad campaign. Adam had a survey sent on line to get feedback on how the ad campaign worked. 40% saw an uptick of business. The ads created a new awareness by members of the community. Adam is looking for more feedback next year. They would like to continue the ad campaign, more things could be done in house. Yankee did not show to be worth it. The feedback from them was lacking. NH Mag was more flexible in what we could do to be ad specific. We are better served to focus on tourists that are already in the state looking for things to do .

Moved to authorize the ad comm to approach the Quimby fund for an additional grant request. Passed.

Don talked about how our businesses don't show up on trip advisor when someone Googles Sandwich, this is a new advertising problem that we need to address. Is there some place we can be a part of a collective place that we would show up?

Membership drive, Mid Nov, solicitation letters go out for new members.

Sandwich Board- Gunner spoke to us. Sandwich Board started 1999. Yahoo Groups had been experiencing difficulties. Yahoo groups has no support. Google groups is free, but information is given out. Gaggle, email, does not use your information but costs \$35/month. There have been user issues for both groups. Motion- Make a statement as a group to support Gunner on his decision, Passed. Motion as a temp fix for SBG, to underwrite the cost of the Gaggle through March 2019. Passed.

Postmaster presentation:

Chris from the PO was next on the agenda with his 6 minute video and presentation on the postal service's new Every Door Direct program. Don Brown apologized and asked Chris that since the meeting was already running well past our usual hour's length, would he be willing to return next month. Chris agreed, and so his presentation is postponed to the December meeting.

Diane Johnson representing Christmas in the Village circulated to all a marketing information paper and a guidelines/application form for the event. She explained the need to update their signboards at an estimated cost of no more than \$400. Adam N-H. made a motion, seconded by Jon Greenawalt, that SBG expend up to \$400 for materials to produce the signs for Christmas in the Village, with design and labor to be donated by Will Lehmann and Adam Nudd-Homeyer. Motion passed.

On a motion by Jon Greenawalt, seconded by Don Sutton, the meeting adjourned at 10:15am

Respectfully Submitted

Nancy Jones Hansen
(and Susan Davies)