

**Sandwich Business Group Monthly Meeting
Monday, Feb 4, 2019 , Corner House Inn**

Present: Cindy Oxtan, Dick Seery, Martha Nichols, Adam Nudd Homeyer, Patsy Carega, Joanne Haight, Wendy Shambaugh, Susan Davies, Diane Johnson, Don Brown. Susan Rozelle, Don Sutton, Lexi Townsend, Tom Thiel, Taryn Flynn

Call to Order 8:35 am **Opening Notes:** Adam: Thank you to Don Brown (president 12 years) and Nancy Hansen (secretary) for years of service and to group for support. Meetings will continue to run on a fairly relaxed format. Adam will be using email of pres.sandbizgroup@gmail.com for SBG business.

Welcome New people: Susan Rozelle, Sandwich Children's Center Director; and Lexi Townsend, new Corner House Owner in a few weeks.

Minutes of January 7, 2019 meeting. Minor changes to spelling of names corrected to: Jon Greenawalt, Joann Haight, Mary Anne Schmidt. Advertising clarification: Quimby Fund had not yet agreed to fund again but expressed that an application would be welcomed. Don B and Don S moved and seconded that amended minutes be accepted. Accepted.

Treasurer's Report: Wendy Shambaugh prepared and distributed January 2019 Profit & Loss Budget vs. Actual Report. She noted there are about 60 members now and there may be fewer than last year due to some business changes; but there are 15 or 20 business owners in town who could join. She encouraged outreach and phone calls. Nancy Goss dropped associate membership because associates are not in the brochure. Wendy has filed the 990 report. Moved (Susan Davies) and seconded (Cindy Oxtan). Accepted.

1) On Going Business:

a) The **Sandwich Board** is now with Google as of January 31. SBG paid for it through the end of 2018 and will cover January. Google is free.

b. **Marketing Grant:** Adam submitted the grant application to Quimby Trustees. It was noted that the Quimby Trustees may **not** want to always fund advertising. We all need to be ambassadors.

c. **Brochure and Mailer.** Format will stay the same. SBG ad hoc committee will work with Janina to get things together this month. Brochures will be at all NH rest areas. Higher number of brochures didn't give better cost per brochure. Don Brown thought 600 or so of last year's brochures were still available.

d. **Scenic Byway Program:** Dick Seery remarked that there is a scenic byway meeting 2/6 at the Cup and Crumb in Moultonborough. Dick has been going to meetings and talking about scenic byway from Holderness to Chocorua which would go through Sandwich and Tamworth. There would be signage but it takes a while for all the bureaucracy to be settled and it could take 3 or so years.

2) New Business:

a) **Marketing and Ad Design:** Form Committee Patsy, Martha, Jon, Taryn volunteered. Amount of Grant is still under review. Committee will define **concepts** and ideas. Marketing message. NH Magazine ad due Mid-March

b) **Event Discussion and Planning:** Wendy is willing to be an advisor and not the point person. Wendy did most of the events last year and the public wanted to know about a 2019 House Tour. The two houses on Wentworth Hill would likely do it again along with 2 or 3 houses in the center of town. The Sandwich Central School was the benefactor in 2018 and the Association for School and Community (ASC) might be able to provide some volunteers to assist on the day of the tour. Last year the tour was the 3rd Saturday in August which would be August 17, 2019. Business Group would keep a percentage this year.

Wendy reported that the April shredding event was well received as well and it had good funding. The Quimby Trust will only fund it if it is in Sandwich. Find a date for 2019.

Refreshments at Town Meeting were appreciated. **Town** meeting is Wednesday, March 13.

Spring Festival wasn't worth doing again. Kids enjoyed games but most businesses were too busy to participate.

Wendy has detailed folders on all the events . Some volunteers for this year are: Cindy (house tour), Lexi, Taryn, Susan, Diane.

Diane noted that a Christmas in the Village input meeting would happen in the next week. Sandwich Business Group ideas are particularly welcome as it is a community event and the SBG has had involvement--Horse and Wagon (MVS and SBG) and some new signs (SBG) were provided by the group and members. The town has not been involved except Sandwich Recreation with the Christmas Tree Lighting.

c) **Bus Tours:** There was some talk about having bus tours come to Sandwich. Retired folk and women are usual bus tour participants. Martha said it is good for the Sandwich Home Industries. Lexi noted she has seen the good (can be great for businesses if scheduled and there is time) and not so good (just a 10 minute bathroom stop). Can work well with itinerary and package.

Diane remarked that the Austin-Healey Club of New England is gathering at the Margate in Laconia from June 25 to about June 29. She is doing a felting class for them on the 26th at the Margate; but mentioned to the organizer that a road trip to Sandwich might be fun and that local businesses (village to the Creamery) could welcome them. Diane will be talking with them as the time gets closer.

Joann mentioned Kim Sperry and Lakes Region Tourism.

Adam asked people to email him with ideas.

d) **Social Media Use Discussion:** For the sake of time we will talk more about this at another meeting. Adam encouraged people to send in interesting items for Facebook page.

e) **Other Ad Opportunities:** New Hampshire Music Festival has an ad deadline coming up

f) **SBG Workshop Planning:** More discussion later. WEDCO has an upcoming workshop on Fair Labor Standards

3) Upcoming Events/ Announcements:

a) **Businesses News and Updates:** pass

b) **SBA Workshops** - Wolfeboro - Friday, Feb. 8

c) **Next Monthly SBG Meeting:** Monday, March 4, 8:30 at the Corner House **Adjournment.** Wendy (M) Dick (2nd) Adjourned **9:50** am.

Respectfully submitted,
Diane Cook Johnson, Secretary pro tempore for Vicky Galkina,

Post Meeting Notes from Adam

Hello Everyone!

Knowing that only a portion of members can make our meetings, I wanted to send out this update and call for your involvement, so that all can know what is in the works, as there are some time sensitive engagements!

1. The Ad Committee has reformed and we are looking for more members...the first steps are figuring out what this year's campaign, imagery, and message will be. If you have a vision, this is the time to lend your creative hand! Primary ads are in NH Magazine and others locally like the Laker. The first deadline is mid March, so this will be fast-moving.

2. The Activities Committee has also reformed. Primary activities are the Paper Shredding Day and Home Tours. Again, the more the merrier, and ideas and energy are always welcome. Hands are needed for both reaching out to set up these activities and also work them...but many hands make light work as we know!

3. The Scenic Byway Committee is continuing formative work, understanding the process and the steps for this rather long road (process). It's bureaucracy and public outreach...if you have a hidden forte, this is your group!

4. Christmas in the Village is also making first plans. Diane has rescheduled next week's meeting to Tuesday Feb 12, 7 pm, at the Samuel Wentworth Library. (post meeting note: **The next Christmas in the Village Meeting is Tuesday, March 26, at 7 pm at the Library. All Welcome**)

OTHER ITEMS

1. There was discussion about setting up committees, or at least "task groups" to investigate creating marketing packets for bus tours, group auto tours etc.-- essentially prospectuses. Also, I seeded the idea of a group to create usage guidelines for how the group uses our social media profile. If you are interested in spearheading either of these, please let me know!

2. We will be finalizing the brochure by the end of the month...if you want to be included, and are on this email list as a member, but have not yet-reupped...now is the time to renew! Otherwise you will not appear in this printing.

3. Janina is also looking for some more web-page sponsors. Her note:

Dear SBG members,

This letter is to remind you that a great way to promote your business, while helping to support the Sandwich Business Group, which is here to support *you*, is by buying a 6 month or 1 year advertising sponsorship on the home page of the Discover sandwich website. The home page is the most visited page on the site. The cost for a year is \$100 and \$60 for 6 months. Scroll to the bottom of Discover Sandwich's home page to see these ads in action.

You can sign up and pay online at <http://www.discoversandwich.com/website-sponsorships.html>, or call or email [Adam](#) or [Wendy](#).

I want to limit the number of spots to 14, so that the ones that are there will stand out. At present we have ten spots spoken for, so if you would like to take advantage of this opportunity, please speak up soon. If you want a 6-month spot, please reserve it now; otherwise it may not be available later in the year.

Janina Lamb

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Thank you, Everyone! If you have any interest in any of the matters presented here, please email me and I will put you in touch with the "leaders of the effort"! And my thanks to those leaders for already stepping readily to the plate!