

SANDWICH BUSINESS GROUP

MINUTES

February 4, 2008

ATTENDING

Members: Ted Adriance, Don Brown, Susan Davies, Julie Deak, Carl Harris, Diane Cook Johnson, Tony Leiper, Joyce Lund, Bob MacArthur, Lisa Shambaugh, Don Sutton, Sarah Zuccarelli

CALL TO ORDER

President Don Brown called the meeting to order at 8:30 a.m.

APPROVAL OF MINUTES

The minutes of the meeting January 7, 2008 were approved.

TREASURER'S REPORT

While there was no formal report, Treasurer Julie Deak noted that our current balance is \$2,932.92. This includes 2008 dues received from 8 businesses, 4 @ \$75 and 4 @ \$125. A reminder that membership dues are due by March 1st.

2008 BROCHURE

Don Sutton introduced the topic of the 2008 brochure. The discussion surfaced several questions that we explored. Should we continue to enlist the graphic designer who has been working with us in the past or seek design help from the business we select to print the brochure? What is the primary function of the brochure -- to attract people to Sandwich who might not otherwise come here, or to introduce our businesses to those who have already decided to discover Sandwich? Do we wish to continue the antique feel of the brochure or emphasize another look? How many colors do we want? Do we want to highlight our new logo? Do we want to stay with the current photos or include photos that convey a different feel?

After much discussion, we agreed on the following.

The brochure will be designed with both objectives in mind -- attracting people to come Sandwich and introducing those who are here to the resources of the community.

We will keep the historic/antique feeling and make the brochure more attractive, including using darker print.

The design will incorporate two colors and will refocus the top two inches in order to attract attention in the brochure racks where they are distributed.

Photos are key elements, and we will seek new photos. Julie Deak, Susan Davies and Lisa Shambaugh agreed to solicit photos from the community at large.

We will review progress at the March meeting. The brochure will be ready for distributing to members at the May meeting.

MARKETING COMMITTEE REPORT

We discussed the desirability of placing an ad in the Sandwich Fair brochure. The cost of a full page ad is \$175. The deadline for submission is March 1st. There is currently no money budgeted for an ad, since the decision was made at the January 7th meeting to encourage affinity groups to work together to meet their specific marketing needs. One suggestion is to take out a single ad with a link to the SBG web site for more information about member businesses. Tony Leiper suggested that those businesses that will be purchasing advertising anyway, sponsor an ad for SBG and link their names to the pages in the brochure where their ads appear. The SBG Marketing Committee (Don Sutton, Don Brown, Susan Davies, Joyce Lund and Julie Deak) will incorporate these suggestions into its decision regarding an ad in the Fair brochure.

Tour Guide Committee

The Tour Guide Committee (consisting of Judi Dunlap, Susan Davies, Betsy Leiper, and Diane Johnson) announced that the first event that has been organized will be a bike tour through Sandwich beginning at the Harley Davidson dealership in Meredith. Don Brown and Don Sutton requested that Judi send an email with details, so that we can disseminate information about the bike tour.

NH Community Loan Fund

Lisa circulated brochures about the NH Community Loan Fund. This Fund and MicroCredit-NH provide a source of business training, loans up to \$10,000 and networking opportunities for self employed and small business entrepreneurs. Any one interested in more information contact Lisa Shambaugh or any of the SBG officers.

Quimby Parking Lot

Don Brown and Don Sutton reported on a meeting they had with the Selectmen regarding a proposed parking lot East of the Sandwich Industries and across from the library. In addition to Surroundings and the Corner House, Mocha Rizing was also invited to the meeting. The proposed lot would provide 20-25 parking places and would cost approximately \$30,000. The Selectmen indicated the Quimby Fund would underwrite 50% of the cost. Area businesses would be asked to contribute the other 50%.

This proposal appears to be one of several under consideration by the Selectmen. After more discussion the Sandwich Business Group recommends that the Selectmen write up their proposals in order to involve other businesses and the wider community in a conversation regarding parking needs, costs and benefits.

Survey of SBG Members

Bob MacArthur suggested that one project for the SBG during the year might be to work with area nonprofit organizations to strengthen board membership and governance. One way to do this would be to co-sponsor training events with the NH Center for Nonprofits and local organizations. The ensuing discussion uncovered an interest in identifying how many SBG members serve on nonprofit boards, volunteer their time and services for the community at large, contribute in-kind services in addition to their financial support and otherwise make valuable contributions in service. With the encouragement of those at the meeting Bob volunteered to draft a survey of members to gather such information and to circulate it online at an appropriate time this year.

NEXT MEETING

Don Brown reminded the group of Nancy Papp's offer at the Annual Meeting to host the next SBG meeting at Mocha Rizing. The suggestion was enthusiastically endorsed. The next meeting will be March 3, 2008 at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

Respectfully Submitted,

Bob MacArthur

Secretary