

## SANDWICH BUSINESS GROUP

### MINUTES

March 3, 2008

### ATTENDING

Ben Adriance, Ted Adriance, Don Brown, Julie Deak, Judi Dunlap, Diane Cook Johnson, Joyce Lund, Bob MacArthur, Nancy Papp, 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 February 4, 2008 were approved.

### MARKETING COMMITTEE REPORT

Don Sutton reported on the work of the marketing committee.

#### 2008 Brochure

Weather postponed a meeting of SBG members Don Sutton, Susan Davies and Diane Johnson and brochure designer Janina Lamb. The meeting has been rescheduled for Thursday March 6th. The committee is still reviewing the distribution plan for the brochure.

#### Advertising

Don explained that the committee is proposing to place a SBG ad in the Sandwich Fair brochure. The Fair prints and distributes 75,000 brochures to promote the event, compared to 2,500 booklets distributed at the Fair. The cost of the ad is \$300. The committee also proposes joining the Ossipee and Squam Lakes Chambers for \$50 and \$175 respectively. Membership insures inclusion of SBG in the brochures, web links and other promotional materials of those chambers.

#### Town-Wide Events

If SBG would like to lead or participate in the sponsorship of town wide events, Don recommended that we begin now to anticipate the event(s) and what our role(s) might be.

In light of the proposed advertising actions, it was moved and seconded to adopt the report of the Marketing Committee. The motion carried.

### TREASURER'S REPORT

Treasurer Julie Deak noted that our current adjusted balance is \$4,777.44. This includes dues received from 25 members. 13 members have also elected to participate in the enhanced web listing. It was noted that the expenditures for the ad in the Sandwich Fair brochure and the memberships in the Ossipee and Squam Lakes Chambers are not provided in our current budget.

It was moved and seconded to add the items (totaling \$525) to the 2008 budget. The motion carried.

(Subsequently, Julie filed an updated report that includes membership dues received at the meeting. Membership dues of \$75 have currently been received from 29 individuals and there are 14 enhanced web listings at \$50 each. The current adjusted balance is \$5,052.44).

#### MEMBERSHIP

Don Sutton pointed out that the budget is based on membership projections of 60. As of today, we have 26 businesses that have paid their membership dues. The deadline was March 1st. For planning purposes it is important to know whether former members who have not yet paid, plan to join. Julie agreed to write those who have not yet renewed to clarify their intentions. Also, Don Brown, Sarah and Ted volunteered to phone people as well. March 15th will be the deadline for the results of this effort to be collected.

Discussion ensued regarding planning the membership process for next year. It is clear that we need firm commitments from members in order to build our budget and to produce our brochure. To guarantee a listing in the brochure, notification must be received by March 1st. A listing after that date will be dependent upon the design/printing schedule of the brochure.

It was moved and seconded that by January 15, 2009 the SBG membership fee will be established and invoices ready to be mailed. Membership fees that guarantee inclusion in the SBG brochure will be due by March 1st. Memberships received after that date will incur a higher fee. The motion carried.

#### TOWN-WIDE EVENTS COMMITTEE

The cancellation of the sled dog race this winter precipitated a discussion of SBG's possible role in supporting one or more town-wide events. Don Brown asked for volunteers to serve on a committee to advise SBG on whether or not to get involved in a town-wide event and what would be involved. Committee members include Diane Johnson, Nancy Papp and Sarah Zuccarelli.

#### NEXT MEETING

The next meeting will be April 7, 2008 at 8:30 a.m. at Mocha Rizing.

#### ADJOURNMENT

The meeting was adjourned at 9:30 a.m.

Respectfully Submitted,

Bob MacArthur

Secretary