

SANDWICH BUSINESS GROUP

MINUTES

April 7, 2008

ATTENDING

Ben Adriance, Ted Adriance, Don Brown, Patsy Carega, Susan Davies, Julie Deak, Bob Dunlap, Judi Dunlap, Diane Johnson, Joyce Lund, Bob MacArthur, Nancy Papp, Lisa Shambaugh, Don Sutton, Cici Yeager, Sarah Zuccarelli

CALL TO ORDER

President Don Brown called the meeting to order at 8:40 a.m. at Mocha Rizing.

APPROVAL OF MINUTES

A motion to approve the minutes of the meeting March 3, 2008 was made, seconded and carried.

APPROVAL OF TREASURER'S REPORT

Treasurer Julie Deak reported that our current balance is \$5,819. A motion to approve her report was made, seconded and carried.

MEMBERSHIP UPDATE

Don Sutton reported that as of today's meeting we have 63 members. 48 have paid their dues. 15 are outstanding. 19 members have signed up for the enhanced listing option on the web site.

BROCHURE DESIGN UPDATE

Don Sutton reported that the content for the brochure is ready to go to the designer, Janina Lamb. When she has completed her work, Don will send a JPEG copy to everyone for final review. The brochure will be two colors and will be printed by the first week of May. Janina observed that the Discover Sandwich logo, which we had requested be placed at the top of the brochure to be visible in racks where the fronts of the brochures are covered, does not fit with the feel of the rest of the brochure. In light of the production timetable for this year Don Brown recommended that we include the logo in the brochure as a branding tool until such time as we collectively decide to change it.

Susan Davies met with Janina regarding pictures. Susan reported that we are still looking for two pictures. The preferred cover picture will have people in it and the picture for the back will be scenic. Lisa, Diane, Julie and Susan organized a visitation of the Historical Society and Sandwich Fair archives to find suitable photos.

BROCHURE DISTRIBUTION UPDATE

Don Brown reported on his research into three possible distribution firms.

HNH (Heart of New Hampshire) is the company we used last year. They advertise 121 drop points, but evidently hand selected only 50 for our brochure. They had distributed approximately 2,400 by the end of September. Their fee for this year is \$605 for the six month period May-October.

CTM (Creative Theater Marketing) is the firm we used two years ago. This year they propose to distribute 5,000 brochures during May-October for \$650 plus a fuel surcharge.

BRG (Best Read Guide) has approximately 200 distribution points in two zones. Zone 1 is the Rt. 93 corridor and Zone 2 is the Rt. 16 corridor. BRG will tailor 100 distribution points from the two zones to best meet the needs of Sandwich. They will distribute 10,000 brochures during May-October and bill us \$240/month for four months, or \$960. If we purchase advertising, they will reduce their distribution rate to \$660 (\$165/month for four months).

A motion to approve BRG as our distribution firm at the price of \$960 was introduced and seconded. During the discussion Julie noted that we have \$1,000 budgeted for this expense. The motion carried.

Keepsake Quilting – Don noted that Keepsake Quilting adds brochures to their mailings which go out to the New England states and New York. We agreed to ask them to distribute last year's brochure that has 2007-2008 dating on it beginning immediately, since we have thousands of brochures remaining whose destination otherwise will be the recycling center.

OTHER MARKETING OPPORTUNITIES

Best Read Guide

Don Brown then introduced a discussion of SBG and/or member businesses advertising in the BRG's summer guide. BRG is willing to give us their best prices and through Don's negotiation a full color ad. Through canvassing done last week, Don identified 10 businesses willing to participate in a joint ½ page ad with the SBG at \$150 per business. The cost of the ad will be \$1,560 (regularly \$2,500). SBG will underwrite the balance. It was noted that a decision to move forward with this advertising will reduce the cost of BRG's distribution of our brochure. Also, the circulation of the summer edition of the Best Read Guides is 250,000 through 500 distribution points. We need to make a decision, as BRG goes to press this week.

A motion to proceed with the ½ page ad in the BRG and for SBG to contribute up to \$300 to the expense was introduced, seconded and carried.

GOACC Guide

Greater Ossipee Area Chamber of Commerce produces a guide. Since SBG is a member, any of our member businesses can submit advertising. We would get a better rate if we produced a group ad. Since they go to press in early May, Don Brown will investigate and communicate with us via email.

GOACC RSVP Tour

GOACC organizes tours for its volunteers to acquaint them with area businesses and points of attraction. They are scheduling a visit to Sandwich, although the date has not been set. This is a good opportunity for SBG businesses to inform the GOACC volunteers about our products and services. Don Brown will follow up.

Driving Tours with GOACC and LRA

There is a great opportunity to provide GOACC, LRA and other groups with details of various tours that will bring people to and through Sandwich, introducing them to our businesses and other points of interest. The SBG Tour Guide Committee (Judi Dunlap, Susan Davie, Betsy Leiper and Dian Johnson) will continue to develop tour options that we can share with these groups.

Sandwich Events

Reporting for the Town-Wide Events Committee (Diane Johnson, Nancy Papp and Sarah Zuccarelli) Diane noted that the Sandwich Sidehillers would like to collaborate with SBG in sponsoring the sled dog race next year. Julie Dolan is the chair of that event. The group encouraged Diane to gather more information for discussion at a future meeting.

Keepsake Quilting

Don Sutton noted that the Keepsake Quilting annual tent sale provides an opportunity for SBG to have an information table. Don will gather more information and report back to us.

ADJOURNMENT

There being no further old business or new business the meeting was adjourned at 9:45 a.m.

NEXT MEETING

The next meeting will be May 5, 2008 at 8:30 a.m. at Mocha Rizing.

Respectfully Submitted,

Bob MacArthur

Secretary