

SANDWICH BUSINESS GROUP

MINUTES

October 6, 2008

ATTENDING

Ben Adriance, Patsy Carega, Julie Deak, Diane Johnson, Bob MacArthur, Jennifer Martel, Nancy Papp, Lisa Shambaugh, Don Sutton and guest and former member, Ellen Lemburg

CALL TO ORDER

Vice President Patsy Carega called the meeting to order at 8:40 a.m. at Mocha Rizing.

APPROVAL OF MINUTES

Minutes of September meeting will be submitted for approval at the November meeting.

TREASURER'S REPORT

Treasurer Julie Deak reported that as of today the current bank balance is \$2,925.06. We have 64 members, 56 of whom have paid. Don Brown is talking with those who have not yet paid. A motion was made, seconded and passed to accept the Treasurer's report.

ON-GOING BUSINESS

Distribution of SBG brochures at the Sandwich Fair

Ben Adriance, Diane Johnson, the Booty Fram and the Creamery have all agreed to distribute SBG brochures from their venues at the Fair.

Marketing Committee

Don Sutton reported that the Marketing Committee held two meetings since last SBG meeting. The committee is focusing on the design and distribution of the 2009 brochure. In the past we have mailed to all Sandwich residents on the tax rolls using first class mail at a cost of approximately \$500. The actual number of post office boxes and delivery routes is 500, approximately half the number of Sandwich residents. The marketing committee is investigating doing a bulk mailing and expanding the list to 6,500-7,000 in neighboring towns for \$900. We discussed the possibility of using someone else's bulk mailing permit, or buying our own and encouraging members to use it, as a membership benefit. Lisa encourage us to include Tamworth in any bulk mailing.

Don further reported that we had ½ page ad in the Best Read Guide, and we're considering full page ad for next year. We're looking at the Ossipee Chamber Book, Squam Lakes Chamber, and other links. Next meeting of the marketing committee is October 20, at Corner House at 8:00 a.m.

Events Committee

Nancy and Diane met and talked about a variety of events. The first focus will be Christmas in the Village, December 6-7. Activities under consideration include caroling along with shopping; having an event for children while parents shop; horse drawn carriage rides and an appearance by Santa.

\Sled Dog Race

This event is scheduled for Saturday February 21. It was noted that there may be a conflict with the Snow Cross event that the Ossipee Chamber sponsors that same weekend, although the main event there occurs on Sunday. During the meeting Lisa called Julie Dolan to confirm information about sponsorships. Julie reported that there are three levels:

Lead dog sponsor = \$150. Includes sponsor size ad in race program, 2 weeks advertising prior in local papers; link on race web site; link to people's businesses on web site.

Wheel dog sponsor = \$75. Includes all advertising of the Lead Dog sponsorship, excluding ad in race program.

\$10 = Kennel / Business listing in the race program.

A tri-fold flyer with no advertising is being distributed now, and Julie Dolan will drop off flyers at Mocha Rizing.

Lisa inquired whether SBG might sponsor the Race as a group. Since the deadline for sponsorships is the first Monday of November, we agreed to consider SBG sponsorship at our November meeting.

OLD BUSINESS

Lisa inquired about Bob's offer last year to survey members regarding how many are involved in community service and volunteering for nonprofit organizations and possible training opportunities through SBG. Bob promised to bring a proposal to SBG in the coming months.

NEW BUSINESS

Great Vacation Times

Jenn Martel introduced the opportunity to advertise in the Great Vacation Times. Circulation is 20,000 and the paper goes to the camp shows up and down the East Coast. Ads come in a variety of sizes – \$179 for ½ page, \$104 for ¼ page, \$71 for 1/8 page and \$44 for business card. Copy should be camera ready copy and the deadline is November 1st. This publication comes out in January, so that it covers most of the year. People are looking for things to do in the area. In the past Sandwich businesses have not participated in this. The camp ground is Chocorua CampingVillage on Rt. 16. It is a KOA campground. Web site = www.chocoruacamping.com

Don noted that this idea has already been vetted by the marketing committee which agreed to concentrate more on the web site based approach for SBG sponsored ads. However, individual SBG members may be interested and should contact Jennifer Martel at 284-6362 for more information.

New Audio Guides for Sandwich and Tamworth

Marian Posner, renowned local storyteller, and her husband, Richard, are producing folklore CD guides for Sandwich and Tamworth. "The guides will be sold as CDs to complement the rich literature and maps available in your leaflets and the many excellent books about Sandwich. Based on the concept of two ½ day routes by car from each town, the CDs will follow each route mile by mile, pointing out sites of interest, the history of the area, trails and opportunities for hiking and walking, boating and

swimming for the visitor, and the details and locations of many local businesses, including places to eat and stay.

The CDs will be packed with anecdotes, stories and local lively detail. We hope to enhance the experience of both the casual visitor, new residents and the lover of the area who has never ventured beyond a few favorite spots. Each tour can be completed by car in 2-3 hours, but can be extended greatly by taking suggested walks and excursions from the main routes. Taken together, the tours will give a wealth of information about these wonderful New Hampshire gems.”

Don has written Richard back inquiring about more information regarding the CDs. Jenn has driven one of those CD tours in another state and was very enthusiastic about it.

NEXT MEETING: Our next meeting will be Monday, November 3rd at Mocha Rizing.

ADJOURNMENT

There being no further old business or new business the meeting was adjourned at 9:30 a.m.

Respectfully Submitted,

Bob MacArthur

Secretary