

SANDWICH BUSINESS GROUP

MINUTES

June 2, 2008

ATTENDING

Ben Adriance, Don Brown, Patsy Carega, Susan Davies, Julie Deak, Juli Hird, Diane Johnson, Betsey Leiper, Bob MacArthur, Nancy Papp, Lisa Shambaugh

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 May 5, 2008 was made, seconded and passed.

TREASURER'S REPORT

Treasurer Julie Deak reported that as of the end of May our balance in the bank was \$5,235.05. With \$2297.00 in invoices pending and checks to deposit, Julie projects a current balance of \$2938.05. The cost of the brochure design was \$1112.60 and the cost of printing is approximately \$1,500. The Best Read Guide (BRG) invoice is paid by those who are advertising in it.

BROCHURE DISTRIBUTION UPDATE - Don Brown

Don handed out copies of the new Discover Sandwich Brochure. We have 10,000 in our possession. BRG has 10,000 for distribution. The brochures have gone to the Ossipee Chamber already. The balance of last year's brochures (3,500) has gone to Keepsake Quilting for distribution

BRG Distribution

BRG is customizing the distribution of our brochure at 100+ sites in zone 1 (Rt. 93 corridor south of Lincoln) and zone 2 (Rte 16 from Rochester to North Conway). They began distributing last weekend and will continue through October.

Local distribution Assignments

Individual SBG members volunteered to distribute brochures to the following sites.

Ben Adriance: Heath's Hardware

Don Brown: Preferred Vacation Rentals, Ossipee Chamber, Keepsake Quilting and Inns at Mill Falls.

Patsy Carega: Rockywold / Deehaven, B&Bs in Holderness

Susan Davies: Meredith Chamber, Heath's Grocery, LRA office, MVSb (Moultonborough and Center Harbor)

Julie Deak: Holderness General Store and Marina

Juli Hird: Moultonborough Country Store

Diane Johnson: Spider Web Gardens

Nancy Papp: South Tamworth Gulf, Church Landing

Lisa Shambaugh: Tamworth Other Store

Don Sutton: Squam Chamber Office & Kiosk

Sarah Zuccarelli: Chick-a-Dee Station

Don invited everyone to help stuff brochures for a local mailing at 5:00 p.m. at the Corner House.

REVIEW OF RECENT MARKETING PROJECTS - Don Brown

Best Read Guide -- 250,000 have been printed and will be distributed between now and Labor Day

Our ad is on the Sandwich page of the GOACC guidebook.

Our ad is in the LRA "Where to" Lakes Region Guide

Sandwich Fair Brochure – likely placement in center; logo and domain name - ad cost \$175 which is half price.

Regional chambers will send inquiries for information to Don Brown. Don will email these requests to the SBG mailing list for appropriate responses.

The Friends of the Library are sponsoring a Barn Dance. Proceeds will go to the children's section of the library. Donations should be sent directly to Bethany at the library.

COMMITTEE REPORTS

Sandwich "Tour" – Judi Dunlap, Sue Davies, Diane Johnson, Betsy Leiper

Susan reported that she and Judi have met to finalize a proposed riding tour that includes stops along the way on paved roads and on back roads.

Sandwich Events – Diane Johnson, Nancy Papp, Sarah Zuccarelli

Diane reported on possibilities with a mini bus tour out of Conway; another group is doing promotions through the Ossipee Grange.

GOACC RSVP Tour – Don Brown

Volunteers from the Ossipee chamber will be visiting Sandwich and Tamworth June 11 as part of the RSVP tour. Don recommends they come to Sandwich first, bringing a brown bag lunch. We supported his suggestion that they park in the Corner House lot, meet at Mocha Rizing for information exchange between 10:00-10:30; have lunch at the Corner House patio and after lunch walk to as many sites near the green as their time permits. Susan Davies offered to open the Sandwich Historical Society barn for the tour.

NEW BUSINESS AND ANNOUNCEMENTS

SBG Booth at the Sandwich Fair

We discussed whether or not to have a SBG booth at the Fair this year. Since we will be charged \$180 this year, we have had difficulty in the past staffing the booth and Ben Adriance offered to distribute brochures from his booth, we agreed not to invest in a separate booth but to ask each SBG vendor who has a booth to distribute our brochures.

Gallery Walks

Patsy reported on the Gallery Walks that are scheduled for June 20, July 11 and August 8. She handed out an attractive promotional flyer. The galleries will be open from 5-7:00 in the evening prior to dinner at the Corner House. Patsy encouraged other vendors to be open. Contact Patsy to spread the word.

Interim Ministers

Nancy noted that the two interim ministers in town are new and interested in learning more about local businesses and meeting people. She encouraged members to be mindful of ways to include them in events.

Old Home week is August 3-9.

NEXT MEETING: Since we traditionally do not meet in July and August our next meeting will be September 8 (second Monday) at Mocha Rizing.

ADJOURNMENT

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

Respectfully Submitted,

Bob MacArthur

Secretary