

## SANDWICH BUSINESS GROUP

### MINUTES

November 3, 2008

### ATTENDING

Ben Adriance, Don Brown, Patsy Carega, Diane Johnson, Bob MacArthur, Nancy Morton, Nancy Papp, Don Sutton, Sarah Zuccarelli and guests, Marion and Richard Posner

### CALL TO ORDER

President Don Brown called the meeting to order at 8:38 a.m. at Mocha Rizing.

### APPROVAL OF MINUTES

Minutes of the October meeting were approved.

### TREASURER'S REPORT

With Julie Deak's absence there was no Treasurer's report. Don B. reported he had contacted members who have not paid dues. Because we did not invoice people, several members overlooked it. Some have subsequently paid.

### PRESENTATION BY RICHARD AND MARION POSNER

Richard and Marion Posner of Tamworth, who run Tamworth Learning Circles and lead trips with New England Hiking Holidays, introduced a proposal to produce CD audio guides of Sandwich. The guides will provide narration for two half-day tourist routes by car pointing out sites of interest, history, trails and other recreational opportunities. Businesses will be mentioned in the CDs according to one of two options being considered – a 15 second spot and a 30 second spot. Plans are to produce the CDs over the winter in time for a launch in the Spring. The CDs would be sold for \$15.95 with marketing incentives of 30% available to those who distribute them. Richard envisions an initial production of 1,000 copies.

In response to questions from SBG members Richard noted that marketing plans include contracting with distribution agencies for statewide circulation and encouraging local businesses to market them. The theme would be general interest. His business plan calls for between 10-20 businesses to purchase spots on the CD. He and Marion request a decision from SBG by the first of December.

Members expressed interest in the proposed project, and several signed up to be included in the CD. We will return to this topic for action at the December meeting.

### EVENTS COMMITTEE REPORT -- Christmas in the Village (December 6-7)

Nancy reported on plans to make ginger bread houses. Entries will be judged in three different categories: adults: most realistic, most creative/artistic, best representation of historic Sandwich; children: most delish, most creative and most fun to make. The committee is looking for judges and prizes. Other events planned include tree lighting and caroling on Saturday afternoon and a movie for children at the library from noon-2:00 so that their parents can shop.

Diane reported on her conversations with John Knight (sp?) from Holderness who could provide a horse drawn carriage between 9:30 – mid afternoon on Saturday for \$600 for approximately six hours. If the weather is too cold or too snowy the event would be cancelled. Ben inquired if Mr. Knight would he be willing to reschedule to Sunday if Saturday is too cold. Diane will investigate. Diane noted that if the Crafters and SBG each provided \$150 we would need to identify the balance of \$300. Five businesses represented at the meeting committed \$50 each, and we agreed the balance would be forthcoming.

A motion for SBG to fund \$150 for the horse drawn carriage was moved, seconded and passed.

#### PENDING ACTION ON SBG'S SPONSORSHIP OF THE SLED DOG RACING EVENT

Don B. followed up on last meeting's pending discussion of SBG's sponsorship of the Sled Dog Race February 21st. There was general agreement that, given the history of the event, we should move forward with support.

To that end a motion was made, seconded and passed that SBG be a lead dog sponsor (\$150).

Diane raised the possibility of advertising the event with a special sign and offered her location as the site. The sign costs \$150 and would need to have a place for storage during the year. Sarah spoke enthusiastically of the event and suggested that funding might be forthcoming from sources who would want to honor Mr. Chapman's involvement with dogs during his lifetime. Diane agreed to be in charge of gathering more information and presenting her recommendations at our next meeting.

#### MARKETING COMMITTEE

Don B. reported on a meeting with Elizabeth McCrellish who is a big proponent of blogs. Our discussion noted that sponsoring a blog requires someone with high speed internet and an interest in writing. Don will continue to gather information.

#### PLANNING FOR THE SBG ANNUAL MEETING

After a survey of calendars we agreed on January 28, 2009 as the date of the SBG annual meeting. Patsy and Don S. agreed to serve on the nominating committee to propose a slate of officers for next year. Nancy raised the prospect of acknowledging the service of officers with some reduction of their membership fee. While it was noted that our current budget depends on revenue from the fees of all members, we agreed to explore Nancy's suggestion as we prepare for the annual meeting.

NEXT MEETING: Our next meeting will be Monday, December 1st at 8:30 a.m. at Mocha Rizing.

#### ADJOURNMENT

The meeting was adjourned at 9:50 a.m.

Respectfully Submitted,

Bob MacArthur

Secretary