

SANDWICH BUSINESS GROUP

MINUTES

December 1, 2008

ATTENDING

Ben Adriance, Don Brown, Patsy Carega, Julie Deak, Diane Johnson, Bob MacArthur, Nancy Papp, Lisa Shambaugh, Don Sutton

Overheard before the meeting began: Patsy introduced us to her good luck charm. On the last day of the month before you go to bed the mantra is "Hare, Hare, Hare," and on the first day of the month begin the day with "Rabbit, Rabbit, Rabbit."]

CALL TO ORDER

President Don Brown called the meeting to order at 8:45 a.m. at Mocha Rizing on a morning of wet snow.

APPROVAL OF MINUTES

Minutes of the November meeting were approved.

TREASURER'S REPORT

Julie reported that we have a balance of \$3,551.87. Don Sutton noted that we can expect a \$70 invoice for annual our web site connection fee. Don Brown reported that the marketing committee voted \$200 for Don Sutton's service as web master. As of last week there were 5 members with outstanding fees and one \$50 outstanding fee for an ad in the Best Read Guide; total receivables = \$642. Don B. and Lisa will follow up with these folks.

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

Nancy Papp and Nancy Morton will be working on the brochure after this meeting. It will include list of events and times. Nancy P. will be responsible for collecting the money for funding the horse drawn carriage/sleigh. Checks are to be made payable to Nancy Papp. Nancy also reported an excellent response to the submission of ginger bread houses for the contest. Contest winners and prizes will be announced at 2:00 p.m. on Sunday. Prizes are due to Nancy on Friday. Don S. may have arranged for the NH Independent School of Music chorus to sing. Diane is writing a column about the event for publishing in local papers.

STATUS OF THE POSNER CD PROPOSAL FOR MARKETING SANDWICH

Don B will circulate to the entire SBG membership an email update and announcement that the Posners have circulated to him.

MARKETING COMMITTEE

Don B. reported on several ideas being considered by the marketing committee for next year. There was general discussion on each item, but no formal action was taken.

One of the biggest changes being considered is the idea of mailing our brochure to some of the area towns. Ashland, Center Harbor, Holderness, Moultonborough, Sandwich and Tamworth. The numbers would be approximately 7,800 with a bulk mail rate at .14/each. This distribution would involve some increase in postage and some increase in production costs, but not significant. We would need to consider raising membership dues approximately \$15.

Dues are used to pay the distribution of our brochure to BRG and the four welcome centers heading north. We plan to renew LRA membership, Squam Lakes CC and Greater Ossipee CC; increase our presence by getting on more NH web sites and driving more traffic to our web site. Increase everyone's awareness that we have reciprocal links to websites.

Diane recommended that Greg Frizzell of the Drive Time show at MWV might be another resource to promote Sandwich on the radio. Don B. will follow up. Nancy P. requested that we get a quote for recycled paper and soy ink for the annual brochure. Don S. raised a concern that if the web site becomes more sophisticated we may want to consider a different way to administer it. Don B. asked for stats on the number of hits. Lisa inquired if it would be time for a consultation with a web designer/master. Nancy recommended we ask Aidan McHenry to develop a proposal for us. Don S. will contact Aidan to set up a consultation with him and other interested SBG members.

Lisa asked about the status of a blog that was raised in past meetings. Don B. suggested we set that as a goal for the coming year. It takes a lot of time. Patsy recommended we defer this to next year.

Membership: we may expect to lose some this year and we should look at recruiting. We would like members to think of potential new members.

PLANNING FOR THE SBG ANNUAL MEETING

The SBG annual meeting will be January 28, 2009 at the Corner House beginning at 6:30 p.m. We agreed to replicate last year's format.

PLANNING BOARD MASTER PLAN

Don B. just received the Town of Sandwich master plan questionnaire. It asks that we come up with three critical issues our organization wants to identify. Don will email them today and say that we will have our issues by a week from today. There will be a meeting Monday December 8th at Mocha Rizing at 8:30 a.m. to complete our answers.

NEXT MEETING: Our next meeting will be Monday, January 5th at 8:30 a.m. at Mocha Rizing.

ADJOURNMENT

The meeting was adjourned at 9:45 a.m.

Respectfully Submitted,

Bob MacArthur

Secretary