

SANDWICH BUSINESS GROUP

MINUTES

February 2, 2009

ATTENDING:

Ben Adriance, Jim Barrie, Don Brown, Ken Carlucci, Susan Davies, Julie Deak, Diane Johnson, Donna Lawton, Declan O'Connell, Katie O'Connell, Nancy Papp, Lisa Scott, Don Sutton, Tom Theil

Prior to the meeting Lisa handed the secretary a confirmation of the legal status of the Sandwich Business Group. We were registered by the State of New Hampshire Department of State on May 31, 2005. Our State Business ID is 538372. Our federal EIN was awarded June 3, 2005 and is 20-2941349.

Chairman Don Brown called the meeting to order at 8:39 a.m. at Mocha Rizing.

APPROVAL OF MINUTES

The minutes of the January 5, 2009 meeting were approved.

TREASURER'S REPORT

Julie reported that the balance at the beginning of year was \$2,430.92. Julie has received one new membership from a new member. The basic membership fee this year will be \$90. For an additional \$50 you get enhanced listing on the web site. Julie will send out an email with invoice for 2009. It was suggested that the email encourage people to bring their checkbooks to the Annual Meeting on Wednesday. Julie will follow up with a hard copy mailing to those who have not yet paid and then, if need be, she will follow up with an email reminder.

EVENTS COMMITTEE REPORT

Sandwich Winter Carnival (Saturday February 7th)

Nancy Morton is coordinating this event. Most events are scheduled for Saturday. The schedule for the Winter Carnival is posted many places, including the Discover Sandwich web site.

Valentine's Day (February 14th)

Diane is coordinating open houses for participating businesses that day.

Sandwich Sled Dog Races (February 21st)

Diane has been working with Julie on publicity. SBG has donated to this event. The Sidehillers have the weekend schedule on their web site and still need volunteers. It was suggested that they be encouraged to recruit volunteers at the Annual Meeting.

MARKETING COMMITTEE UPDATE

2009 Discover Sandwich Brochure

Don S. reported all submissions of copy for the brochure are due to him by March 2nd. A committee consisting of Susan, Lisa, Diane, Don B. and Declan will meet Wednesday February 4th at 5:20 at the

Corner House Inn before the Annual Meeting to determine graphics/photos to be included in the brochure. 25,000 brochures will be printed and are due to SBG by May 4th .

OLD BUSINESS

Update on the Town's Master Plan

Don B. attended last month's meeting during which candidates who are bidding to become consultants for the Town Master Plan made their presentations. It is apparent that the town will be soliciting a lot of volunteer help in this process. We agreed that SBG will hold a discussion of the business community's input for the Town Master Plan immediately following the March 2nd SBG monthly meeting.

Web sites

A spirited discussion of various ways to design and host websites led to the decision to hold our second After Meeting Discussion on the topic, April 6th. Bob will coordinate. He asked all who have some experience with web sites, either having developed their own or retained others to do it for them, to come prepared with information and lessons learned about their approach. If there is sufficient need we will identify key questions and seek professional assistance for the answers at a later session. Those who indicated they have had experience with their own web sites include: Declan, Katie, Don B. Don S., Tom, Lisa, Julie and Bob.

Other names were also shared as possible resources including Derek Marshall and Tom Sawyer.

NEW BUSINESS

Don B. asked if there was any new business. Don S. announced that the Squam Lakes Chamber has a morning information session Thursday February 5th on succession planning. Bob Maloney of RE Maloney Associates is the speaker.

NEXT MEETING

The next SBG meeting will be March 2, 2009 at 8:30 a.m. at Mocha Rizing.

COMING ATTRACTIONS

SECOND CUP CONVERSATIONS

Taking advantage of our regularly scheduled monthly meetings and our location at Mocha Rizing, we are launching our Second Cup Conversations series from 9:30-11:00 a.m.

Monday, March 2nd Business community recommendations and input for the Town Master Plan.

Monday, April 6th Web sites: options for design, maintenance and optimization – sharing our resources and lessons learned to date.

ADJOURNMENT

The meeting was adjourned at 9:38 a.m.

Respectfully Submitted,

Bob MacArthur