

## Minutes of Sandwich Business Group Meeting

October 15<sup>th</sup>, 2012

Members present: Cindy Oxton, Don Brown, Wendy Sutton, Don Sutton, Nancy Hansen, Ben Adriance, Lisa Scott, Janina Lamb, Dick Seery, Julie Deak, Patsy Carega.

Meeting called to order at 8:40

The Committee studying the By-Laws, gave a 1st draft report. Currently a Sandwich Business is defined by where it is located, ie in Sandwich. The SBG's mission is to promote Sandwich and its businesses.

Questions raised: Does Resident mean where an owner lives, where their office is, a branch office? What is driving the organization? Works needs to be done defining some of the terms in the By-laws, mostly what defines a Sandwich Business. The biggest question seems to be, do you qualify as a Sandwich Business if you do your business in Sandwich, but don't reside here. Should an Associate Membership be considered, for those outside of town, but with limited dues and voting rights. The committee will continue to work on this issue.

Janina Lamb spoke to us about a larger size brochure. We could stay with the same format, or change. With a larger size we could list events, especially in light of the 250th Celebration next year. A few larger advertisers could help pay for a larger size without raising the dues. Janina also suggested updating the Website and make it coordinate with the brochure. Our largest problem with updating is having someone to do the work, without overloading that person.

We are down to our last thousand brochures.

Marketing Opportunities:

Two major opportunities are presenting themselves right away. The Mill Falls Magazine is working on their next issue, and Preferred Properties is creating a similar Magazine for their properties at \$1600.00/page. The Mill Falls deadline is this month and we raised concerns about having enough businesses that can afford two major publications. Julie raised some concern about reimbursement of ads paid for. We do not have the funds to pay up front for large publications.

Meeting adjourned at 10.00

Next Meeting Nov 5, 8:30

Respectfully Submitted, Nancy Jones Hansen