

## **Sandwich Business Group, Dec 4, 2017**

Mtg. began at 9:40 AM.

In Attendance: Wendy Shambaugh, Vicky West, Nancy Hansen, Don Brown, Don Sutton, Derek & Linda Marshall, Patsy Carega, Lobin Frizzell, Denise Roy-Palmer, Cindy Oxton, Joanne Haight, Diane Johnson.

Minutes approved.

Christmas in the Village had good crowds, the horse rides were slow to start, but used well. Breakfast with Santa was well attended, 40 people for the Christmas tree lighting. Thank you to Cindy O. for the space in MVSb lobby for display

Marketing workshop was well attended, put on by Janina. It was a good starter for information of Social media. Tamworth Economic Development is holding a 4week seminar this winter, will get more information.

Membership renewal will be for the calendar year, beginning in January instead of March. Wendy has the renewals to send out now.

Budget for 2018- Don S Don B and Wendy put together a new budget. The proposed budget shows the need to increase membership, not cost. The Quimby grant money does not go through our books but goes through WEDCO. This budget will be presented to the membership at annual meeting. The question was asked if we could we get money from the town? It must go through a warrant at town meeting. In the past the town has not wanted to support SBG with money. 25 signatures are needed to get on the town warrant. SBG would like to create more collaboration with the town.

2018 Brochure. Brochure has changed over the years. It is now mostly a listing of the business, with some promotion of the town. It may be time to make it more of a promo and less emphasis on the descriptions of listing. Description of business in on the website. Keep the map, simplify the listings. Put more places of interest on the map. More general information on the inside to promote the town, with a list of events that happen every year.

The proposed re-design of the brochure would have language in various places directing viewers to the Discover Sandwich website. Pictures are important and anyone with some should send them to Janina. Brief testimonials might be used.

Quimby Grant: The committee will meet soon to discuss creation and implementation of the ads for NH Magazine and Yankee. Adam has secured reduced pricing and the Quimby Trustees have authorized any savings from their grant to be used for other advertising. Don B sent a thank you note to the Quimby Trustees on behalf of the SBG.

Catherine Crooker will hold a workshop on January 24, time to be announced, at ATTP focusing on fundraisers for non-profit organizations.

The annual SBG meeting will be on January 17. Details to be announced.

The meeting ended at 9:54 AM.