

Sandwich Business Group: November 6, 2017

The meeting was called to order at 8:34 AM.

Present: Don Brown, Don Sutton, Taryn Flynn, Adam Nudd-Homeyer, Jon Greenawalt, Martha Nichols, Kathryn Field, Joanne Haight, Diane Johnson, Patsy Carega, Janina Lamb, Linda & Derek Marshall, Wendy Shambaugh, Kimball Packard

The October 16, 2017 minutes were accepted as written on a motion by Jon. and a second by Don S.

The Treasurer's report was accepted on a motion by Don S. and a second by Jon.

Kimball Packard, representing the Tamworth Economic Development Council and the Tamworth Visitors Council, gave a brief overview of both organizations and their desire to work with the SBG on shared events and other activities. The TEDC is under the auspices of the Town of Tamworth and works with local businesses while the TVC is independent with a focus on creating and promoting events in the town. He provided information on the upcoming Tech Forum series and invited SBG members to attend the free sessions.

Janina explained that the workshop she will be leading on Wednesday, 11/15 is a precursor to using social media, helping attendees to construct a business identity to better develop a marketing message.

Adam provided a letter, submitted with the required application on behalf of SBG to the Alfred Quimby Fund, which explained the request for advertising funding in Yankee and NH Magazine publications. The Fund has awarded the SBG \$16,600 for two 1/3 page ads in the May-June and July-August issues of Yankee and three 2/3 page ads in June, August, and October in NH Magazine. Since the Quimby Fund can only fund 501 C-3 organizations, the monies will go to WEDCO as the intermediary; a transaction fee of \$750 will be charged by WEDCO for processing the funds to the SBG. The SBG will be responsible for the transaction fee and the development of the ads. Adam felt that such an advertising campaign would benefit the general membership and tourism within the town, as well as increase membership in the SBG.

Wendy cautioned that the SBG struggles to cover operational expenses through member dues and an additional fee could be difficult to absorb. She also expressed concern that such an advertising campaign needed to reflect the entire membership and not just the 11 'storefront' businesses which might benefit from increased visits to town. Jon noted that discussion of the proposal should take place following a motion and not before: Jon moved, seconded by Patsy, to adopt the proposal as presented by Adam for acceptance of \$16,600 from the Alfred Quimby Fund for an advertising campaign in Yankee and NH Magazine and to pay the \$750 transaction fee. Further discussion:

- Adam suggested that a committee be established to develop an advertising campaign to be presented to the SBG for adoption
- The transaction fee could be covered by redirecting the ads currently paid for through member fees

- Janina encouraged the continuance of local advertising
- The proposed advertising in Yankee and NH Magazine must represent the entire SBG and perhaps planned events could be mentioned in the ad
- The DiscoverSandwich website can be monitored for visitor counts
- The desire would be to show that this type of campaign works and shows results so annual funding could be established

Jon called the motion: Motion passed. The Committee: Adam, Jon, Martha, Patsy, Janina, Kathryn, and Taryn. A proposal will be targeted for January with final approval by March.

Diane is the coordinator for Christmas in the Village and urged anyone participating to get information to her soon. There was brief discussion relative to obtaining insurance for events. After some discussion of funding, Martha moved, seconded by Kathryn, to pay \$750 for the carriage ride for Christmas in the Village from SBG funds contingent on a \$500 offset from MVSB. Motion passed. Diane will confirm the MVSB donation. Participants may drop off displays at the MVSB Center Harbor branch from 11/20 -12/2.

The next meeting is December 4, 8:30 AM.

Meeting adjourned at 10:03 AM.

Respectfully submitted,
Wendy Shambaugh, Secretary Pro-tem