



**Sandwich Business
Group**

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Sandwich Business Group March Meeting

March 4th, 2019 Corner House Inn

Present: Nancy Hansen, Joanne Haight, Vicky Galkina, Mary-Ann Schmidt, Dick Seery, Wendy Shambaugh, Patsy Carega, Cindy Oxton, Kathryn Field, Martha Nichols, Jon Greenawalt, Don Brown, Adam Nudd-Homeyer, Diane Johnson, Lexi Townsend, Holly Cook, Ray Cameron.

Call to Order 9:36 AM

Opening Notes: Adam thanked the venue and everyone in attendance for braving the weather. He suggested modifying the meeting format to accommodate SBG members that have Monday morning commitments.

Welcome Visitors: Holly Cook of Mountain Breeze Farm on Dale Road and Ray Cameron who is relocating from North Carolina.

News and Events:

League of NH Craftsmen will be opening for its 93rd season on May 18th. Martha invited everyone to Artist Lecture Series with Peggy Merritt that will take place at Benz Center on March 24th at 4 PM.

Lakes Region Chamber of Commerce will be holding a community mixer at Hart's Turkey Farm in Meredith on March 12th from 5 to 7 PM. Joanne encouraged SBG members to come and network.

Diane spoke about Christmas in the Village Event. The planning committee meets at 2 PM on March 26th at the library. Everyone is welcome.

Minutes and Treasurer's Report reviewed and accepted

Ongoing Business:

1. SandwichBoard transitioned to Google in January. Several members mentioned having issues with the new platform: posts taking a long time to go up and email addresses being redacted. Gunnar had been receiving 20 to 25 emails a week from users asking for assistance. It may be beneficial to hold a SandwichBoard Workshop to help everyone with the transition.
2. Dick gave an update on the Scenic Byway Initiative. A decision is to be made whether the Proposed Byway will be a new Scenic Byway going through Rte 113 - 113A - Chocorua Hwy or an extension for the existing byway on Rte 3. Tamworth has a Scenic Byway application on their website (\$190 to file). The application and draft proposal must be

submitted to the Dept. of Transportation by April 15th to be in time for the June meeting of the State Byway Committee.

3. SBG brochure design must be finalized by the end of the week, so this serves as the last call to all prospective members who want to be featured in the brochure. Wendy asked for volunteers to reach out to people who at one point in time or another expressed interest in becoming involved with the group. Several members volunteered.
4. Home Tour Event is scheduled for August 17th 10 AM to 3 PM. The tour will feature the two houses on Wentworth Hill and 3 homes in the center of town. Shredding event is tentatively scheduled for April 20th 10 AM to 2 PM. A volunteer is needed to write and present a grant proposal to the Quimby Trust.
5. Patsy presented the new marketing concept developed by the Ad Committee. Last year's campaign was centered around Mona Lisa concept. The Committee decided to retire Mona and replace her with a new word-based campaign. The template shared with SBG members featured a colorful photo of downtown Sandwich with the word "Breathe" on it. The focus of the campaign is to promote Sandwich as a place for fresh air, pristine nature and healthy living. The new concept was warmly received by the members in attendance. Motion was made, seconded and accepted to adopt the proposed concept.

New Business:

1. Wendy brought up the subject of SandwichBoard use. Currently this forum is being used both for informational purposes and advertising. Should SBG continue with the same format, or should ads be excluded from future postings? Diane, Patsy and Don advocated for keeping the current format and allowing members to advertise upcoming events and post items for sale. It was agreed that no changes to SandwichBoard posting rules were necessary at this time.
2. Adam was contacted by a company called ZipSprout that was looking for advertisement venues for one of their clients, HomeAdvisor, and wanted to become a sponsor of DiscoverSandwich website. HomeAdvisor is a large contractor referral network out of North Carolina. While ZipSprout was turned down after an executive committee discussion, it sparked a conversation on whether SBG membership was required in order to become a website sponsor. A decision was made to form a Banter Group to discuss the matter further and bring the findings to the next meeting. The Group would include Martha, Jon, Mary-Ann, Vicky, Don B. and Adam.
3. SBG will sponsor a refreshment table at the Town Meeting on March 13th. Several people volunteered to bring food and drink and help set up. A follow up email with instructions will be sent to all who volunteered.
4. Adam spoke about advertisement opportunities in Yankee Magazine and NH Music Festival and Chorale. The cutoff date is approaching. A few businesses already expressed interest in participating this year, the price will depend on the number of participants. Any interested parties should reach out to Adam ASAP.

Other Business: Adam mentioned exploring additional ways to retain and grow SBG membership. Several members dropped out this year because they were pursuing other advertising and networking options. SBG may look into supplementing the brochure with a magnet highlighting local service providers. More discussion to follow.

Meeting adjourned at 9:50 AM.

Next meeting will be Monday, April 1st, at 8:30 AM at the Corner House.

Respectfully submitted, Vicky Galkina, Secretary.