

## **Sandwich Business Group: March 5, 2018**

The meeting was called to order at 8:36 AM. In attendance: Kathryn Field, Jon Greenawalt, Cindy Oxton, Denise Roy-Palmer, Lobin Frizzell, Dick Seery, Adam Nudd-Homeyer, Don Brown, Patsy Carega, Linda & Derek Marshall, Martha Nichols, Susan Davies, Taryn Flynn, Diane Johnson, Barbara Pries, Wendy Shambaugh

The March 5, 2018 minutes were approved as written on a motion by Jon, with a second by Cindy. The Treasurer's report was approved on a motion by Patsy, with a second by Dick.

Membership update: There are 50 paid renewals, 7 promised renewals, and 3 2017 members not yet contacted. There were 54 members in 2017. Associate membership has stayed the same at 5.

The Yankee half-page ad (May/June and July/Aug issues) was reviewed by Adam, who thanked the committee (Patsy, Martha, Jon, and Taryn; and Kathryn & Janina for their input) for their work. There was a slight revision to the ad based on the survey feedback. Adam noted that there is precedent for legally using the Mona Lisa picture as it is in the public domain. The committee felt that putting in dates of specific SBG events would not fit properly, although they may investigate methods for doing so in the ads in NH magazine. After brief discussion, the consensus of the group leaned towards six half-page ads (May – Oct) in NH Magazine rather than three full page ads (July/August/October); the committee will make a final determination. The group also liked the idea of changing the ad for different months, placing the Mona Lisa picture on different locations throughout town. Lobin suggested creating something similar to a geo-cache as a 'hunt for Mona Lisa' in town. Denise suggested putting the Facebook logo on the ads to direct people to both the web and SBF Facebook sites.

Event information was updated:

Shredding (4/28, 10-2): The Selectmen have pledged \$500 and the use of town hall parking lot. The Quimby Trustees have expressed interest in funding \$500; with the remaining balance of \$200 to be paid by SBG.

Celebrate Sandwich (6/16, all day): The committee is meeting Tuesday, 3/6. All members will be invited to participate in some manner.

House Tour (8/18, 10-3): A list of potential sites has been determined; letters will go out in the next few weeks.

Don reviewed local advertising opportunities, some collaborative and some paid by SBG. There was general discussion on methods to track the success of those advertisements. Linda suggested contacting Winnepesaukee Playhouse and the Summer Theatre at Interlakes for advertising in their brochures. Adam reminded everyone that while it is good to have the ads in publications like Yankee and NH Magazine, the SBG should be mindful of local advertising opportunities. He also noted that the Quimby Trustees authorized any funds beyond the actual magazine costs may be used for other advertising and website development.

The Simply Direct mailer deadline is mid-April. Wendy & Cindy will update. It was suggested that the Mona Lisa picture be incorporated into the card design.

Several village businesses are discussing the possibility of creating a rack card for the village area.

Janina requested all members to make sure their web listing is up-to-date and to send pictures.

The committee to review the Mission Statement will meet soon and present a report at the next meeting.

Twenty-seven welcome packets were mailed in 2017 to new property owners in town. There has been good feed-back on them.

Upcoming events:

- 3/6, 6-8 PM, Chase House, Mill Falls: Community Action with a focus on youth
- Wednesdays, 3/21, 3/28, 4/4, 4/11; Empathy Workshop with Jon at Arts Center at 12 Main Street
- 3/26, 4:30-6:30 PM; Harts Turkey Farm: Mix & Mingle – networking for Sandwich, Center Harbor, and Meredith
- 3/2, 11:30-1:30, Interlakes High School: Job Fair
- Kathryn Field & Tim Muskat art & poetry exhibit at New Hampton School; closes Friday 3/9
- 3/20, 6:45, Benz Center: Sara Goodman, textile artist
- 3/14, 7:00, Sandwich Central School: Town Meeting. SBG is hosting the refreshment table; contributions from 2-3 people of a few dozen cookies are welcome

There being no further business, the meeting was adjourned at 9:42 on a motion by Jon, with a second by Adam.

Next meeting: April 2