



**Sandwich Business Group**  
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## **Sandwich Business Group March Meeting April 1<sup>st</sup>, 2019 Corner House Inn**

**Present:** Joanne Haight, Vicky Galkina, Mary-Ann Schmidt, Dick Seery, Wendy Shambaugh, Cindy Oxton, Kathryn Field, Jon Greenawalt, Don Brown, Adam Nudd-Homeyer, Diane Johnson, Denise Roy-Palmer, Ben Fullerton, Lisa Wardlaw, Derek Marshall, Linda Marshall, Susan Rozelle, Susan Davies, Vicky West

**Call to Order 9:35 AM**

**Welcome Visitors:** Ben Fullerton of Fullerton Landscaping and Excavation and Vicky West of Friends of Mead Base.

**Opening Notes:** Adam thanked Nancy, Wendy, Kathryn and Vicky G. for setting up and staffing the refreshment table at the Town Meeting on March 13<sup>th</sup>.

### **Local Businesses Celebrating Anniversaries:**

Advice to the Players 20<sup>th</sup> Anniversary  
Meredith Village Savings Bank 150<sup>th</sup> Anniversary  
Tappan Chairs Bicentennial Anniversary  
Personal Mastery Program 32<sup>nd</sup> Anniversary

### **News and Events:**

Christmas in the Village Planning Committee meets at 7 PM on April 26<sup>th</sup> at the library.  
Scenic Byway Committee Meets at 8:30 AM on April 3<sup>rd</sup> at Cup & Crumb.

### **Minutes reviewed and accepted with the following corrections:**

Christmas in the Village Committee met at 7 PM on March 26<sup>th</sup>.  
Home Tour event is hoping to feature the two houses on Wentworth Hill.  
Last sentence in New Business section paragraph # 1 is stricken from record.

### **Treasurer's Report reviewed and accepted:**

We lost 3 members but gained 3 new ones. We also lost one associate member but were still able to meet our budgeted goal of 5.

### **Ongoing Business:**

1. Dick gave an update on the Scenic Byway Initiative. The Byway Committee met last month and formulated an action plan which was presented for the Group's review and discussion. Dick has been in touch with Kimball Packard, the co-chair of Tamworth

Visitors Council. The Council is meeting on April 2<sup>nd</sup> and will discuss the town's participation in the Byway Program. The Town of Tamworth used canvas signs for their 250<sup>th</sup> Anniversary Celebration, and the signs proved to be affordable and durable. Dick spoke about using similar canvas signs to mark the future byway and offset the costs by offering local businesses an opportunity to sponsor a sign. There was some discussion on the town/state approvals and funding for the project. Since we missed the annual meeting, the town is unlikely to allocate any funds for the project this year. We can present the proposal at the next annual meeting and look for alternative funding in the meantime. A few local businesses and non-profits were mentioned as prospective donors. Motion was made, seconded and accepted to approve the Scenic Byway concept as outlined in the Action Plan Draft.

2. Adam reported that the brochure design was progressing nicely. The annual mailer design and distribution needed to be finalized. No substantial changes were made to the postcard this year. Motion was made, seconded and accepted to proceed with the mailer as discussed.
3. Cindy spoke about the House Tour. It is scheduled for August 17<sup>th</sup> 10 AM to 3 PM. Three houses have been selected and confirmed, we need one more. Volunteers are needed for this event. Don B. offered to help with the Shredding Day as long as the date for the event got pushed to May. There was some discussion on whether we should invite other towns to participate. Moultonborough was not interested as their annual town meeting had already taken place, and the event wasn't budgeted for. Motion was made, seconded and accepted to postpone the Shredding Day until event funding can be obtained from the Quimby Trust.
4. A small group of 4 local businesses decided to participate in the ad in NH Music Fest. The cost was very affordable at \$270 each. Our first ad of the new SBG marketing campaign was submitted to NH Magazine. It featured a scenic shot of Sandwich with the word "Breathe". This ad as well as ads in Laconia Sun and Salmon Press are covered under the grant we received. Motion was made, seconded and accepted to proceed with the ad campaign as planned.
5. There was additional discussion on website sponsorships. While members of the Banter Group agreed that website sponsorship should be a benefit of being an SBG member or associate member, further evaluation was needed to determine how we can address future solicitations by national advertisers like HomeAdvisor.

#### **New Business:**

1. Adam inquired if any SBG members would be interested in conducting educational workshops. Don S. suggested doing a TripAdvisor/Google Ranking workshop. Denise spoke about possibly doing a WEDCO Microenterprise workshop for businesses with 5 or fewer employees. Cindy said that MVSB offers small business loans and may be interested in participating in that workshop as well.

2. SBG members discussed the poor condition of Sandwich roads and how it affects local businesses. Kathryn suggested drafting a letter to the Governor and other local and state officials to draw attention to the issue.
3. Jon announced that Barnstormers Theatre would be opening soon for its 89<sup>th</sup> season. Funding was particularly challenging this year, but it did come together. We can show our support by purchasing tickets.
4. Vicky W. spoke about Camp Hale and great summer programs it offers.

**Business portion of the meeting adjourned at 9:32 PM.**

Respectfully submitted, Vicky Galkina, Secretary.