



Sandwich Business Group

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Sandwich Business Group May Meeting May 6th, 2019 Corner House Inn

Present: Don Sutton, Gunnar Berg, Vicky Galkina, Dick Seery, Wendy Shambaugh, Patsy Carega, Cindy Oxton, Martha Nichols, Jon Greenawalt, Don Brown, Diane Johnson, Susan Davis, Taryn Flynn

Call to Order 8:33 AM

News and Events:

Hill People Winery is doing a tasting event on Sunday, May 12th, from 2 pm to 4 pm at Wayside Farm.

League of NH Craftsmen will be opening for its 93rd season on May 18th.

Minutes reviewed and accepted with the following correction:

The Town of **Campton** used canvas signs for their 250th Anniversary Celebration.

Treasurer's Report reviewed and accepted.

Ongoing Business:

1. Dick gave an update on the Scenic Byway Initiative. The Initiative was discussed at Tamworth Visitors Council meeting in April. There was some pushback from local residents: they were concerned about the increase in traffic and safety of people jogging and walking dogs on Rte 113. Next step is to discuss the initiative with Sandwich Board of Selectmen. Wendy suggested reaching out to Sandwich Planning Board as well.
2. SBG Brochure is ready to go to press. Janina needs to know the final number of brochures to print, Adam can confirm the number once he is available. SBG mailer is set to go on May 16th, there will be 10,000 copies sent.
3. Cindy spoke about Home Tour Event. We now have a full lineup of homes with Nancy Hansen agreeing to add her home to the Tour. Cindy spoke to Jeremy Hillger, Sandwich School Principal, who was very appreciative of SBG efforts to help raise money for the school trip. Jeremy will be sending a letter and a sign-up sheet to local parents asking them to volunteer and support the event. Wendy read a letter from a 6th grader who went on the last year's trip thanking SBG for the donation. SBG can share this letter with homeowner prospects to encourage participation in the Tour.
4. Don B. had a hard time contacting the company we used for last year's shredding event. Wendy suggested reaching out to a different person via email, she found that this was the easiest way to get a hold of them.
5. First NH Magazine ad went out, the advertising committee is working on June's ad.

6. Martha presented the Banter Group's Proposal for new wording in SBG By-laws regarding memberships and sponsorships. After some discussion, the following changes were suggested:

Current wording:

Section 1.2 Any other business or organization may become a non-voting "Associate Member" upon payment of dues.

New Wording:

Section 1.2 Other NH businesses or organizations may apply to become a non-voting "Associate Member" and be approved at the discretion of SBG Executive Committee and payment of dues. Advertising sponsorships are available for members. Applications for non-member advertising or sponsorships may be considered individually if it benefits the group as a whole. SBG leadership retains final sponsorship acceptance discretion to make sure it fits the mission of the Sandwich Business Group.

Motion was made, seconded and accepted to add this item to June's meeting agenda and have a final vote on the wording at June's meeting.

7. Attendees discussed the road condition. Kathryn created a group letter, Wendy reached out to her contacts, Taryn wrote a letter and received a response. No definitive answer from officials, lack of funds was cited, as well as timing (Sandwich is on year 2 of the 10-year plan, 8 more years to go).

New Business:

1. Adam requested to step down temporarily as SBG President due to unforeseen family circumstances. Don S. read By-laws relevant to the situation, attendees discussed the options.

Motion was made, seconded and accepted to have Jon, the current Vice President, to substitute for Adam until such time that Adam was able to resume his duties as SBG President.

2. Upcoming workshops.
SandwichBoard Workshop. Gunnar didn't think he had enough material to share for a workshop.
WEDCO and MVSF may pair up for a Small Business Workshop later in the year.
Social Media/Google/Trip Advisor Workshop. Don S. is looking into creating a workshop to boost online presence for the town, SBG and its member businesses.
3. Wendy presented the Sign Post Renovation Proposal.

Motion was made, seconded and accepted to take the following steps:

- Contact SBG contractor members and request donations of 10 sign boards each, size to be specified using existing signs as a guide, so all boards are not the same size for aesthetics. Make sure there are extras for future businesses.
- Painting party: paint sign boards white.
- Contact businesses with existing signs that need replacing: request donation of \$10 to cover cost of vinyl lettering; choice of 3 styles -TBD; company: custom-vinyl-lettering.net.
- Order lettering; put on sign boards

- Remove existing signs to be replaced; paint sign post (or install new one as needed); install new signs
- Submit application to Historic District Commission: request blanket approval for businesses to add signs so each individual business doesn't have to apply; specify size limit, number of signs per business; white boards with black lettering.

Meeting adjourned at 9:39 AM.

Respectfully submitted, Vicky Galkina, Secretary.