

Warner Retailer Meeting
April 22, 2010

Lynn Madigan - Warner Coop Preschool
Rebecca Courser - WHS
Caroline Bacon - Artist
Cheryl Blais - The Maples
Carolyn Bullock - MKIM
Laura French - NHTM

Next Meeting
Thursday, April 29
9 a.m. @ the Cafe

Spring into Warner

Concord Monitor Ad: Cheryl has the advertising under control and has already placed two ads. She clarified the Concord Monitor ad saying that if we wanted to purchase a whole page it would be \$2000. Instead, we are going with the plan that was presented by Samantha Stone of the Concord Monitor where each business can purchase their own smaller ad (starting at \$62) which will be included on a page that will also contain the complete schedule of events. These ads will run 2x before the event. While we realize it is extra \$\$ on top of the \$200 folks paid to participate, we can use the money we don't spend on the Monitor towards another advertising venue. (Cheryl said where the extra ad was running, but I don't remember...) **Action Item:** *Cheryl will also see that the Warner Town Crier and other free advertising venues receive the information about Spring into Warner.*

Juried Artists: Caroline has pulled together a jury which will be meeting on Tuesday, April 27 at 11 a.m. at the NHTM to review all submissions. To date we have received about 8 applications. Some of the images will be used in the advertising.

Trash Cans: Laura reminded everyone of the "adopt-a-trashcan" idea. Many businesses have purchased their trashcans and will be decorating them.

Horse & Carriage: Brookside is sponsoring this and they will run from noon to 3 p.m. It is hoped that this will keep people in town throughout the day as we have quite a few musical performances scheduled in the afternoon.

Schedule of Events: Laura passed around the current schedule of events for review. **Action Item:** *Laura will add the Warner Farmer's Market from 9am-Noon; we have scheduled Silver Brook and Steve Dionne for 2-3 and 3-4 respectively at Brookside; remove the Jail Fundraiser; and add the Horse & Carriage times.*

Parking: It is still unclear when the road construction on Main Street will begin so the group discussed the importance of having parking signs out. Possible parking areas include NHTM, Post Office, Brookside, Warner Power, CAP Building, Sugar River Bank, Simonds School, Indian Museum. **Action Items:** *Carolyn will see if MKIM has parking signs; Rebecca will contact Warner Power to see if they mind if we use their lot; Cheryl will ask her husband if he can make more parking signs if needed.*

Other SIW Action Items: *Laura will contact Steve Main to see if he knows why the SIW Sign is no longer at Citgo. Lynn will follow up with Pipere Sailor to make sure she knows all of her SIW participation options; Rebecca will contact the church to see if they will be providing lunch; Laura will follow up with the WFD to confirm their plans.*

Other Business

The KACC is holding their first Business After Hours on Wednesday, May 12, from 5:30-7:00 pm at The Maples. Admission is free and there will be a door prize drawing.

Country Houses is sponsoring a benefit dinner to benefit the Kearsarge Lake Sunapee 2010 Relay for Life on Monday, May 3 from 5:30-8:00 pm at The Appleseed in Bradford.

Laura asked for the name of the contact at the Warner Food Pantry so that we can give them a check for the money that we collected. Rebecca suggested the web for that information.

We are collecting "Maple" related stuff for the Business After Hours raffle. Rebecca suggested Ted Young's maple candy. **Action Item:** *Laura will contact Ted.*