

Warner Retailer Meeting
May 20, 2010

Lynn Madigan - Warner Cooperative Preschool
Rebecca Courser - WHS
Caroline Bacon - Artist
Cheryl Blais - The Maples
Kevin Blais - The Maples
Apryl Blood - Warner Cooperative Preschool
Angela Tarleton - KCPA
Bob Lutz - Lakeview Insurance Agency
Martha Thoits - United Church of Warner
Nancy Ladd - PFL
Laura French - NHTM

Next Meeting
Thursday, June 10
9 a.m. @ the Cafe

Spring into Warner Recap

- Main Street was bustling but the outer areas - Brookside, Country Cobwebs, Upton Chandler House - were quieter than last year.
- Upton Chandler not sure they will do vendors next year.
- Barn Sale had a great day; did better than last year.
- KCPA workshops were packed.
- Battle of the Bands was great - a few changes for next year include clearer wording that admission is \$5 and it is a fundraiser for the arts. The town will also be putting together a field usage form so that we don't run into the same issue with the bathrooms being closed. Need to address the dog issue with WPD. People with dogs were asked to leave even though it says that dogs are allowed down there.
- Foot Hills said they were happy with the BBQ.
- WYSA did well with concessions and will be working to help promote KCPA.
- Artisans at 25 East Main were happy.
- Firefighters bouncy house was a big hit.
- Carriage needs to go to Brookside and possibly turn around there.
- Church lunch was slower than last year.
- Face painting was much slower than last year.
- Fairy House building area was not clear - people didn't know it was going on.
- There weren't as many activities for the kids which translated into not having as many children 9 and under in attendance.

Suggestions for next year...

- Choose a theme and build the event around that (like we did with Fairy Houses last year).
- Just advertise it as Spring into Warner with something about the arts in the byline.
- Have more artist demonstrations and hands-on opportunities.
- Have more activities for the kids at each shop.
- Have a separate section for food in the program/map.
- Get the Kearsarge Happenings newsletter out earlier so that people can hear about the event sooner.
- Put a "Mark Your Calendars" blurb in the paper and on the website along with the forms for registering for all retailer events.
- Either jury all artists or none of the artists.
- Have an information booth in front of the Town Hall.

Future Retailer Events...

- The group agreed that we need a break from the weekly meetings. It was suggested that we meet once a month during the summer just to keep in touch.
- We should begin planning for all 3 major events - Holiday Shopping Tour, Valentine's Day, Spring into Warner - in September.
- Assign committees for each event to work out the details and then work together as a group to make them happen. Each group would set up the timeline, create the ads, posters, etc. and then one person could handle the PR for all the events.
- We set the following dates for upcoming events: KCPA's Nutcracker December 3 & 4; Holiday Shopping Tour December 11; Valentine Event February 12; Spring into Warner May 14.