

KACC Retailer's Meeting – April 7, 2011

In attendance:

Faith Minton
Kay Steen, Wingdoodle
Angela Tarleton, KCPA
Melissa Moran, Clovis Moon Café
Carolyn Beverly, Mary K
Carolyn Bullock, MKIM
Cheryl Blais, The Maples
Martha Thoits, UCC Warner
Stephanie Herzog, Velvet Moose Ice Cream Shoppe
Rebecca Courser, WHS
Laura French, NHTM

Next Meeting
Thursday, April 14, 2011
@ 8:30 a.m.
Clovis Moon Café

Spring into Warner – May 14, 2011

Faith Minton updated us on Annie & The Natural Wonder Band who has agreed to perform 2 shows for the price of one. They will perform at Simonds on Friday, May 13 as well as at Spring into Warner. The PTO is sponsoring the Friday show. Faith and Lynn Madigan are working on getting a sponsor for the Saturday show so that we won't have to charge any admission. They have a meeting with Sugar River Bank and if that doesn't pan out they may have the KACC apply for a grant through the Sibley Wilkins Trust. There is also a conflict between the concert and book party at BookEnds.

Action Items: Laura to run it the funding issue by the KACC Board; Faith will talk to Katharine about the conflict.

Advertising – To date we have a budget of \$1675, \$275 of which is slated to go to the Horse & Carriage. This gives us enough to purchase some spots on NHPR. We agreed on the tag line "Spring into Warner – a family-fun celebration of the Arts". Adele is working on the poster and ads – Carolyn has given her all the sizes and publication deadlines. The group agreed that the \$100 sponsor names need to appear in the ads as well as on the poster. There is money in the budget to have the posters printed at Kinkos. It was suggested that posters be placed at the Exit 9 gas stations as well as at Market Basket. **Action Items: Carolyn will update the list and send it to Adele; Kay will talk with Adele about adding the names in a frame around the ad; Angela will handle the Kearsarge Valley Magazine spot.**

Signage: Melissa suggested we place a sign at the end of Exit 7 since there will be a lot of traffic that day due to the Sheep & Wool Festival in Contoocook. Cheryl asked when the wooden signs should be placed at each end of downtown; Laura asked when the electronic sign should go up. **Action Items: Melissa will have the signs made up for Exit 7 and other places; Cheryl will get the wooden signs in place; Laura will talk to Pete Bates about placing the electronic sign at the Police Dept. one week prior to the event.**

Schedule of Events: More items were added to the schedule, an updated copy of which is attached. This has also been placed on the website.

We assigned artist locations. **Action Items: Laura will e-mail each artisan to let them know where their spot is. Laura will update the map and get it ready for publication. A copy of the map will also be e-mailed to each artisan so they can see where their assigned location.**

KCPA's "Mayfest Music Concert in the Park", a concert to raise money for scholarships for the arts, will take place the following Saturday and Angela was wondering how to promote it. It was suggested that she make up little handouts and each retailer can put them in the shoppers' bags. Posters can be hung up as well.

Angela suggested a basket raffle filled with local goodies would be a good way to make some money. Tickets could be sold at each retailer. **Action Item: *Someone needs to take on this project.***