

Retailer Meeting Notes

8 am – 9 am Wednesday, Sept 12, 2012 at Runner Stone Market & Café

Present: Nancy Ladd (PFLibrary), Martha Thoits (UCW), Carolyn Beverly (Mary Kay), Sherry Thomas (WFFF), Carolyn Bullock (MKIM), Angela Tarleton (KCPA), Cheryl Johnson (Maples B&B), Kay Steen (for Sandy @ BeeHive), Nina Glendinning (Therapeutique), Rebecca Courser (WHS), Donna (Queen Bee's Knees), Laura French (NHTM), Stefanie Hertzog (Velvet Moose) .

1. Holiday Shopping Event

- Will be **Dec. 8**, 10 am to 4 pm. (9 – 2 for library, 10 – 5 for MKIM)
- Tree preview Party will be Friday, Dec 7 at Town Hall. Theme: Bells.
- Town Hall decorating “Party” (all welcome to help set up trees and decorate): Fri. Nov 30.
- Festival of Trees : tree decorating will be the first week in Dec (by Thursday Dec 6).

Activities:

KCPA: Gingerbread Man 1 PM – Angela would like to do this at the Church to save on fees. She is not sure if the PTO will be doing a bake sale. Martha will check with UCW about space. A photographer has been booked for Santa Photo ops like last year (online ordering). Ballerina Bunny will lead a parade of the audience to the Town Hall to see Santa after the Show @1:45 pm

Cheryl has booked the Wagon ride with Brian Eriksen. The group decided to ask for 11 to 2, Upton House to Church/ Post office.

Santa to arrive by Wagon and to ride with people later (timing on this may need to be adjusted?)
Laura French will contact Santa to confirm his availability. WHS will provide Santa's chair.

WHS: Artisans at Upton Chandler House. 10 –4

Farmer's Market? Nancy will ask KAEL and Suzanne Bohman. Rebecca urges them to stay past 1 pm.

Library: Children's Librarian Sue Matott will do a story time at whatever time is deemed best (10:30?)

MKIM: Last weekend of season - gift store specials and storyteller, will coordinate schedule with PFL.

25 E Main St: Velvet Moose will serve lunches and do “count the Moose” activity. Mary Kay (Carolyn), Quilt store (Unknown activity), possibly new tenant or artisans.

Brookside: Nina's massage business is moving to Concord and her home in Warner in November. She

may set up at 25 Main St for Dec 8. Other residents of Brookside were thought unlikely to need/want to participate in Xmas shopping event. (Sherry – Can you ask?) WFFF will have a list of Grant recipients.

NHTM: will offer free admission 10 - 4 and ask the Model Train hobbyist to set up again.

Publicity: Cheryl will find the posters file and the paid Advertising participant signup forms. Group suggested the Reindeer theme (with bells to match Town Hall). MKIM will help with ads. There may be NHPR and other radio ads. Some PR may be done with the Preview Party.

Signage: Poinsettia Flags were suggested. Large Red Packages to be encouraged again outside “passport” participating locations (those who help pay for advertising) and a Gift Basket as prize. Cheryl suggested encouraging ALL buildings on Main Street to decorate, possibly with a unifying theme. Realtors, residents, etc. included.

UNKNOWN Participation: MainStreet BookEnds, Fair Trade, Country Cobwebs, BeeHive (Sandy), Runner Stone, FootHills, Sugar River Bank, Farmer’s Market, Warner Cooperative Preschool, Simonds PTO.

Cheryl will contact Country Cobwebs to see if Shirley will be participating and/or can help with wrapping the gift basket.

2. Other News

Stefanie is investigating the possibilities for signage at the highway exit 9 to direct people to the downtown business area. Still preliminary: it can be very difficult to get approval. Some ideas included a blue “Downtown / Business district” sign, or joining “MainStreet” national group (expensive). Kay suggested MainStreet Warner Inc. may be willing to help fund signage.

The group likes the idea of signage and Stefanie will keep the group posted.

Nancy Ladd said she wants to ask the NH Parks Division to expand on the times that the Park tollgate on the Warner side of Kearsarge is open. She had a long talk with the new manager of the 3 Kearsarge area parks, who thought it might be possible to open earlier and later in the season using an “iron ranger” honesty box with little budget impact, and suggested the person in authority to contact. There was enthusiasm from the group and offers of letters and phone calls in support of this idea. Nancy will provide the contact info. Many of the members have seen numerous examples of frustrated tourists finding the tollgate closed after a long trip.

KCPA passed out posters for class signups for preschoolers. There is a huge jump in numbers.

WFFF: Sherry reports the brochures are ready (being picked up that afternoon) and holders with Festival logos will be provided to all businesses for displaying them.

September 30 is the deadline for applications for funding from FFF, and the parade theme is

“Entertainment through the Ages”

MKIM will have their Harvest Moon Festival Sept 30 and Fundraiser Auction on Oct 20

NEXT MEETING: Wednesday, Sept. 26 at 8 AM – 9 AM in Runner Stone Market and Café.

Additions and corrections welcomed.

Nancy Ladd, notetaker.