

Warner Retailer Meeting

December 13, 2012

Carolyn Bullock – MKIM
Rebecca Courser – WHS
Laura French – NHTM
Stephanie Herzog – Velvet Moose
Nancy Ladd – PFL
Martha Thoits – UCC Warner

Next Meeting
Thursday, January 3
8:00 a.m. @ Velvet Moose

Holiday Shopping Tour Recap

Church – They made about \$1000 between the lunch, bazaar, and quilt raffle. Kathleen Skinner won the quilt. Nancy Eastman suggested we think of a way to get folks to walk further than the fire station.

Velvet Moose – Traffic was down a bit. We need to get better coordination with the artisans. The PTO was happy with their Cookie Walk sales. Boy Scouts' gift wrapping went OK. May try to move them to the town hall next year for more visibility.

Rowe Mountain, Queen Bee's Knees and BookEnds were happy with the event.

Farmer's Market – appeared to be busy all day, although they closed at 2.

Library – Story time was a little low. They had 8 as opposed to 17 last year. Last year it appeared to be lots of dads who took their kids for story time while the moms shopped.

MKIM – was a little slow. They rarely get a lot of folks from this event but normally get their own people. Not sure if weather was a factor this year.

NHTM – Had at least 50 people and stamped a handful of passports. Not a big day for gift shop sales but people enjoyed the trains.

The Horse & Carriage cancelled due to weather. **Action Item:** *Martha will contact Norm Carlson at Madgetech to see if he wants us to put the money towards the next event or return the check. She'll also ask him if he has any sort of banner to hang on the carriage.*

We ended up with 14 completed passports (7 or more stamps).

The winner is:

Daniel Fairbanks of Warner

Action Item: *Nancy will get in touch with him and see if he is willing to have his picture taken being presented with the basket.*

Suggestions for Next Year:

Better coordination for artisans through establishing an event e-mail contact, charging the same fee for all artisans, and getting the word out sooner.

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See if Farmer's Market will stay open until 4 next year and ask them to move their cars to Simonds after they unload to free up some parking.

Have set hours for Santa (i.e. 2-3) and have a sign made up for outside.

Add a space for people to fill out their name/address/e-mail/phone on the passport, thus eliminating the separate raffle ticket.

Make the poster bigger and simpler to read; also hang it up sooner.

Send out an e-mail to all participants reminding them to print their own passports, put out their red gift boxes and be sure to talk up other locations when customers come in.

All ads – including retailer ads and ads that individual events run should be consistent – call it the Holiday Shopping Tour.

Consistent logo every year – not really necessary to tie in with the FOT theme.

February Event

The group talked about working with the Community Leaders group and others to hold a week-long family event the week of February vacation - 2/5-3/1. We would focus on reaching out to the Warner and KRSD area. The following ideas were suggested:

Ice cream, food and open mic at Velvet Moose

Movie at the library

Church – Games? Movie night?

Friday Night Fish Fry at Magdalen College

MKIM will be doing activities

NHTM & WHS will try to think of a collaborative event.

A Maple Syrup demo was suggested.

Action Items: *Nancy to contact the Community Leaders Group, Laura to contact the Fire Dept., Laura to contact Anastasia Glavas to get the PTO mailing list to help get the word out to families in the district.*

Nancy already contacted Griffin Manning about the skating rink and he said they will be doing skating and bon fires every Saturday.

Food Bank Donation

Approximately \$180 has been collected for the food pantry. We talked about presenting the money and using it as publicity and photo op since the retailer group has donated nearly \$1000 to the food pantry over the last few years. We will include our efforts in any publicity we do for the February event to collect more and then make a presentation after that event.

Special thanks to Rebecca who has volunteered to run the meetings!

