

Warner Retailers Meeting
Thursday Jan. 3, 2013
8 AM at Velvet Moose

Rebecca Courser, Kay Steen, Stefanie Hertzog, Carolyn Bullock, Martha Thoits, Laura French, Nancy Ladd and Nina Glendinning.

1. Discussion of whether to remain a sub-section of KACC or establish a separate entity.

History (from Kay): Mary Morris (Art Gallery) organized artisans and artists with Sandy Bartholomew. WBA was mostly perceived as being for BIG companies like TDS, Warner Power; annual fee was \$50. Sandy grouped the artists to have one fee for the group. The Holiday Shopping Tour was initially set-up separate from the Warner Business Association and artisans were charged a fee to set-up in some locations.

Laura said the KACC Board feels that if it is under their umbrella, each participating member should be a KACC member, because KACC covers the insurance for our events and even though we have a separate bank account KACC is fiscally responsible for our monies. In the past, some smaller businesses have balked at the annual fee because they did not see the benefits. KACC expanded to other towns to share costs, but has not had much participation from other communities. Some local participants dropped out when the fee went up and focus went beyond Warner. Some key Main Street businesses are not members of KACC.

Rebecca commented that a separate entity could cost MORE to members than the cost of a KACC membership – applying for 501:C3 status, creation of a working board, writing By-laws, cost of liability insurance, establishing a bank account and conducting a yearly audit, etc. Laura has been advocating with the KACC board for tiers of membership, and/or that groups be allowed to join e.g. artisans. This would not be enacted until 2014 because the current membership year has begun (any business that does not renew by Jan 31 will be removed from the website).

Benefits of KACC: Free listing on KACC Website for each individual member: enhanced now with a link to detailed info, with links to the member's website, Facebook page, etc. A website Map of members is coming soon but not just Downtown, unless Retailers group wants to do one. Retailers could have a unique page. KACC region is between Concord and Sunapee chambers. People do visit the website to “explore” Warner, and Carolyn says it shows as the top result when searching for Warner online. It is a source of info about meetings, socials, and the Chamber provides a bank account, insurance for events, and networking – Coffee Talks, Business after Hours socials, networking with others. All members work together using the vehicle of KACC membership. (Stefanie decided based on this discussion that the Velvet Moose will now join!)

Motion made and unanimously supported by those present: The Warner Retailers would become part of the larger organization of KACC and to be consistent with the mission and intent of KACC, any Warner Retailer group member **MUST** be a member of KACC and pay the KACC fee.

Further discussion: It was also decided that businesses and organizations will need to be full members to be included in planning for organized events, advertising, and news/ email list, and of course, insurance for events. Carolyn pointed out that others might “tag on” to events independently but it would be stressed that they would NOT be included in the group’s advertising. Nancy Ladd asked about thoughts on the Library paying a fee since it is a government entity not a non-profit or business, and it participates in order to support the business community. Laura will ask about other Chambers, and Nancy will ask other Libraries what is their practice. The Town Administrator was an ex-officio KACC board member. The bylaws allow for government officials to hold an office but it is not a voting position. She later became an official member under her KACC membership under “Avon.” The Church is a paid member.

Membership application form is on the kearsargechamber.org website. Potential new members: Madgetech and former Mesa warehouse (Danny Lavoie) group of consignment businesses and car repair. Danny can join KACC regardless how many booths he has. The individual booth owners would not be members, just Danny’s business. Noted, that he has been asked to include an indoor walking track.

Minutes and meeting reminders: only Warner retailer members will get emails of meetings, notes from meetings, etc. after February 1, 2013 (as KACC members they will also get access to KACC minutes online). “Being in the know” is a benefit of membership. The formal email list is managed by KACC webmaster Dan Watts. Separate press releases, and strategic communications to potential members and the community will be very important once the email list is reduced. The next KACC board meeting is January 15th (always the 3rd Tuesday) at 8:00 a.m. at the NH Telephone Museum, 22 East Main Street.

Suggestions: Dan could host a Workshop on using the KACC website to your best advantage. Nancy is thinking of holding a Tech Talk on using Facebook pages vs Facebook Profiles for small businesses and organizations. NOT just for KACC members.

2. Planning for Feb 23- March 3 Community Events

Not much new information as yet. Need to plan this asap.

The Fish fry at College on Friday 15 is a week early but a way to spread the word.

Saturdays Feb 23 & Mar 1 –skating at Bagley Field with bonfire if weather conditions permit.

Sundays Feb 24 & Mar 2 – Ice cream, music, & open mic at Velvet Moose.

Other possible activities: Church – games; MKIM – activities; Movies at library; Maple syrup demo/ open house; Warner Parks & Rec? NHTM & Fire Museum/ fireman’s open house (willing: whenever needed.) The WHS is thinking about developing a scavenger hunt and maybe a program about the Ski Trains and Ski Tows.

Martha and Nancy will bring info from the next Community Leaders’ Lunch on January 9th at the church – the topic is Feb vacation activities. Nancy will also communicate by email with other organization leaders eg scouts and Old School PE to try to get ideas and feedback.

3. Church and School food drive and coat drive for distribution by vacation week: **Laura proposed** the money collected for local needy in Retailers’ collection jars – approx. \$200 – be given via the church to buy food for food baskets, and those present thought this was a good idea.

4. Next Meeting: Thurs. January 10 at 8 am at Mt Kearsarge Indian Museum – use staff entrance – first parking area. Topic: February Community events. **PLEASE** send your events, ideas and feedback if you cannot attend.

5. Meeting ended at 9:15 am.