

Warner Retailers Meeting notes

Thursday February 7, 2013

8 am – 9:15 at Velvet Moose Ice Cream Shoppe

Attending: Martha Thoits (Church), Rebecca Courser (WHS), Nancy Ladd (Library), Carolyn Beverly (Mary Kay), Stephanie Hertzog (Velvet Moose), Carolyn Bullock (MKIM), Laura French (NHTM), Nina Glendinning (Therapeutique).

1.

Review events for Family Fun Week

Schedule is now set, with new events added including a Film (Inconvenient Truth) on Friday Feb 22 at the library, an Author program at Bookends Saturday Feb 23, and a Dr. Seuss' Birthday visit from Angela T. as Cat in the Hat Saturday March 2 at the library. Nancy brought a handout with a different layout, organized by type of event, for comment. After adding the missing NHTM event she will email it out as another option to use for display and handouts.

Rebecca brought the handout Linda and David Hartman created for the Trivia activity – it was loved by all – some wanted to keep using it for visitors who come to Town long after the event. (Bookmark prizes may still be available?). Rebecca will email it to the list.

2.

KACC Annual Meeting (Jan 30) - report

Laura reported there are two new members of the board of directors: Liz from the Bank, and Scott Hanwell (Dadoprint). There have been some new member applications, and several businesses signed up to host a Business after Hours, and/or Coffee Talk, but no-one signed up to be featured (free) in the Kearsarge Happenings Business Spotlight section.

3.

Spring into Warner – May 18

Activities: People were assigned to contact those responsible for past activities to see if they will be repeating them this year: Laura French will ask Angela about Recitals and Battle of the Bands. Carolyn (MKIM) will contact Brian to confirm the wagon ride date and ask what size banner can be attached. MKIM will have a new exhibit of containers and is hosting an Animal Tracking activity arranged by Little Nature Museum (Most of their workshops will be held at MKIM this year). Laura (?) will contact BookEnds to see what their plans are and whether any space would be available. The KAEL group thought a Seed swap would be a good thing to add, and there will be a Farmer's Market at Town Hall that day. Brookside has new tenants including a Children's consignment store. Moving the wagon stop to the Church/P.O. parking area may help draw people to walk along the street. Library will probably do a story time and booksale this year, not movies.

Arts focus: it was agreed that the over-arching focus should be “the Arts”, with a concentrated effort to contact artists and musicians, asking people to do demonstrations and activities (set up at no charge), or sell for a \$25 set-up fee. Businesses will be encouraged to sponsor a musician or artist, or to provide a space for them to set up. Last year face-painting and Tie-Dye shirts were popular. A musician got 3 bookings by being here, and other artists and crafters reported they enjoyed the networking.

Coordination: one coordinator for all registrations is preferred, with good communication about location for setup, parking, payments, and providing maps and schedules to all vendors/ performers. The KACC mailbox was used last year. Many versions of application forms have been used and we need to select the best one: BRING samples of past forms to next meeting if you have one on file. Laura has location signs with numbers

Publicity: Laura will check to see if the Chamber has/ will have a KACC banner that a sponsor banner can be added to. Martha will contact MadgeTech to see if they have or want to create a small banner for their Wagon sponsorship. **Electronic sign** – Laura will check (noted that it was used recently for three events). **Sunflower Flags:** need to order soon if needed – last year they were out of stock when ordered. It was agreed that all the PR needs to be available much earlier than last year. Sandy’s Sunflower motif will be the standard theme/logo. The Center for the Arts, Kearsarge-Sunapee Region has offered to list the event in their new calendar and website.

Advertising contributions: each named event / sponsoring location to pay \$100 as usual to be named in ads and map; the website will also list all paid vendors, free demos and free music. Discussion about how to bring in all Main Street locations as contributing participants.

Miscellaneous: Location of vendors and activities: Brown Realty, Town Hall, NHTM terrace, Bank, business sponsors, Brackett Scheffy’s, Church, Brookside – Kids galore, Beehive/ Kay Steen’s, Velvet Moose. Group members will contact and confirm with those not present. Ask if businesses will sponsor a demo - get name on display.

Musician ideas: Folk Fusion, Bradford Bog People, Click Horning - Laura will try to get a list of past participants.

Rebecca read from the wrap-up session notes from 2012 and it may be useful to include some of the details in this year’s information that is sent out (eg comments from vendors and musicians about how they benefited.)

4. Next Meeting: Wednesday February 13th @ 8 am at Velvet Moose

Agenda topics: Registration forms, setup locations, decide on coordinators, flag orders, list of past and possible participants and or Arts organizations to contact. (school?)

5. Other Information:

Feb. 20 blood drive needs volunteers 1-7 pm (eg Registration help and refreshment table). Coordinator is Sean Bohman. Could be staffed by a Sponsoring business. Drives are held Quarterly – next are May, August.

Films at Library: Feb 22 7 pm Inconvenient Truth, March 22 : A Fierce Green Fire

Nancy Ladd, Note taker.

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