

Warner Retailers Association

Meeting Minutes – September 16, 2008

Present:

Angela Tarleton, Kearsarge Conservatory of the Performing Arts
Michelle Cook, EcoQuest International
Mike McChesney, Brookside
Nina Glendinning, Therapeutique
Cheryl Blais, The Maples
Laura French, New Hampshire Telephone Museum
Richard Clarke, White Mountain Coffee Café
Marc Violette, TDS Telecom & WBA President
Kay Steen, Wingdoodle
Samantha Stone, Concord Monitor

Next Meeting
Wednesday, September 24
8:00 a.m. at White Mountain
Gourmet Coffee Café
Group photo to be taken in
front of the Town Hall at 8:30.

Sandwich Board

The group decided on having “Find it In Warner” printed at the top in a spring green color. All businesses will be listed beneath that in a black Times New Roman font. The background of the entire sign will be white. It was suggested that a spring green border go around the entire sign and turn into an outline either of Warner’s skyline, Kearsarge Mtn. or the Town Hall.

DEADLINE for getting your company name and logo to All Signs is Tuesday, September 30. Any company information received after that date will not be included. Please e-mail the name of your company as you would like it printed on the sign and your artwork (if you want a small logo included) to Steve Main at All Signs: sales@allsignsco.com.

Action Item: *Kay will work with Steve on the artwork for the top of the sign.*

Festival Ad – Concord Monitor

At Mary Morris’ request Samantha Stone of the Concord Monitor (formerly of the Argus Champion) joined the meeting. She handed out the spec sheet for the ads that will run on Sunday, October 5 and Thursday, October 9. She has already heard from several businesses and is hoping to hear from more! In addition to our ads, the two-page spread will include a schedule of festival events and a tribute to Jim Mitchell.

DEADLINE for submitting your ad is Tuesday, September 30. Contact Samantha at 369-3213 or email her at ads88@cmonitor.com.

In addition – the WBA would like to assemble as many members as possible for a group photo in front of the new tree that the WBA planted in front of the Warner Town Hall. We would like to include this photo in the festival ad as well as in the Warner Paper and the InterTown Record.

Action Item: *WBA members will assemble at the Town Hall for a photo on Wednesday, September 24 at 8:30 a.m.*

Festival Flyer

It was suggested at a previous meeting that a coupon/flyer be developed for distribution at the festival. Cheryl graciously volunteered to work on this. Kay volunteered to help out. It was suggested that the flyers be placed at the Festival Information Booth for people to pick up at their leisure. It was also suggested that “some restrictions apply” and an expiration date be included as well.

Internet Presence

The group briefly discussed Steve’s idea of coming up with a website for Warner Covered Bridges and including links to all the area businesses. Marc indicated that the town website has quite extensive information about the bridges. The group agreed that rather than duplicating efforts we should build on what we already have.

Action Items for Follow-Up

- ☀ “Shop Locally” Decal: Sandy and Steve are working on this. Hopefully it will be done in time for the festival. (no report)
- ☀ Rick Stewart is to contact the Citgo land owner about a possible permanent sign location. (no report)
- ☀ “Welcome to Warner” Sign: Rebecca Courser is to follow up with the Selectmen/Men’s Club on status of this sign. (no report)
- ☀ “What’s Happening in Warner”: Faith mentioned getting the word out on recreational activities in town and was looking for someone interested in working with her on it. [Faith – I would be interested in working with you on this! ~Laura French] (no report)
- ☀ Christmas. Keeping advertising deadlines in mind, it was agreed that we would talk about Christmas in a few weeks. We’d like to wrap up the festival items first.

Other Business

Mike McChesney suggested that we pull all of our advertising information, meeting minutes, etc. together in one spot in case we need to reference the information. Marc suggested that Dan Watts would probably be a good person to keep everything on his server.

Action Item: Upon the OK from Dan we need to come up with a system of getting all this information to him.

Mike & his wife are managing the Artisans at Brookside for the Festival and Christmas. He is working with Martha Mae Emerson to pull this together.

The Warner Men’s & Women’s Clubs are putting together a coupon book from area businesses to be given to new Warner residents. Contact Peg Daly at 456-2036 or John at 456-6125 if interested in being included.

Anyone interested in advertising in next year’s Fall Foliage Festival Brochure should contact Pam Trostorff at pdt360@tds.net or Tina Schirmer at tschirmer@mcttelecom.com. It’s probably best to wait until *after* this year’s festival! Planning normally starts in February.

Mike and Cheryl will be contacting the WFFF concerning expanding the downtown map to include Brookside and The Maples.