

Warner Retailers

Meeting Minutes – October 17, 2008

Present:

Angela Tarleton, Kearsarge Conservatory of the Performing Arts

Michelle Cook, EcoQuest International

Mike McChesney, Brookside

Nina Glendinning, Therapeutique

Laura French, New Hampshire Telephone Museum

Sandy Bartholomew, BeezInk

Shirley Brown, Country Cobwebs

Shawn Olson, Mount Kearsarge Indian Museum

Lynn Madigan, Warner Preschool

Next Meeting
FRIDAY, October 31
8:00 a.m. at
White Mountain
Gourmet Coffee Café

Review of Action Items

- The sandwich board sign is finished and has been on display at Aubuchon Hardware for a couple weeks. Those who have seen it agree that it is GREAT! Steve also talked to someone at McDonalds and was able to place a sign there as well. Thank you, Steve!!
- Rebecca Courser reported that the Warner Men's Club decided to keep the existing signs at either end of town, both of which have been repaired and repainted. She suggested that we put together a prototype of the sign that we would like to hang from the "Welcome to Warner" sign and present it to the selectmen at one of their meetings.
- Mike hasn't yet had a chance to look at tax maps and contact landowners concerning a more permanent sign.
- "Shop Local" Decal. Sandy will use the same design that Steve used on the "Visit Downtown" sign and will work with Steve Main on having decals made up. Other suggestions included door hangers and stickers to put on shopping bags.
- Sign at Citgo – Rick Stewart (no report.)
- Downtown Retailers Flyer – Cheryl Blais (no report.)
- Laura still needs to send meeting minutes and other documents to Dan Watts for posting on the Retailer's URL.

Holiday Shopping Weekend

Plans are underway for the second annual holiday shopping weekend being held December 13 & 14 and as usual the ideas were flowing!! The group decided to offer two levels of participation this year – Level 1 is \$50 and entitles participants to having their name printed on the poster and in the pre-event handout. Also, a tagline will appear in all print advertising directing readers to a website for a complete listing of participants, on which their company name will appear. Level 2 is \$100 and includes all of the above plus their company name in all print advertising. The group agreed that we would give BeezInk the \$100 level for \$50 in exchange for her expertise and creativity in designing our ad.

Holiday Shopping Weekend Action Items:

- Laura will put together a cover letter and form to be sent to all WBA members and artisans with a response deadline of 11/1/08.
- Laura will talk to Dan Watts about creating an e-mail address which will be pointed to Laura's e-mail for questions. Also, we will start including the WBA website address on all correspondence.
- Shirley will put together an advertising schedule and associated costs.
- At the next meeting we will decide on the level of donation we want to make to KCPA to have a little blurb placed in the Nutcracker Program about the shopping weekend. This will include wording entitling the reader to 10% off at participating stores during the shopping weekend only. Donation levels are \$50; \$50-\$100; \$100-\$500; \$500-\$1000; or \$1000+.
- Sandy will create a generic holiday shopping weekend logo to be included on a handout that we will make to get the word out now about the holiday shopping weekend. We'd like to have this in time for an event called "NH Open Doors" which the Indian Museum is participating in on November 8 & 9. We would also place them in all the downtown shops to get a jump on advertising.
- Sandy will see how many passports we have left and see if stickers need to be stuck on to any of them to cover the date of the previous event.
- Shirley offered to assemble this year's holiday gift basket for the raffle. **We are looking for a volunteer to coordinate collecting all the items.**
- Rebecca Courser mentioned that the Historical Society has space for artisans and wondered if they should plan on taking the overflow from Brookside or if they should look for their own vendors. Mike said his wife, Gatia, is going to work on this project and will work closely with Rebecca to coordinate. Gatia's number is 731-2268 if anyone knows of artisans who are interested.
- Other possible venues for artisans include the Town Hall and Simonds Elementary. Mike and Gatia will talk with each of these places to see if they are available.
- Lynn reported that the Warner Preschool is very interested in organizing some sort of kids's activity, possibly in the Town Hall. She will discuss with her Board and report back at the next meeting.

Other Business

A suggestion was made to make up a postcard to be placed in shops telling about the Warner Business Association & Retailers Group to encourage other businesses to get involved. **(Need someone to head this up!)**

There was discussion about finding ways to raise funds to offset our events so that they can be even more affordable to area businesses and artisans. Suggestions included grants, MainStreet Warner Inc., Fall Foliage Festival, and Chamber of Commerce. We also talked about group advertising opportunities.

It would probably be a good idea to set up sub-committees to look into these items.

Angela reported that her rent at the high school for the Nutcracker production has tripled this year so she is looking for help promoting the event. Anyone interested in hanging a poster in their shop or sending out information to their e-mail lists are asked to get in touch with Angela.

Next meeting – Now that we have the basics for the Holiday Shopping Weekend covered, we will discuss things that we may want to add this year.