

Warner Retailers

Meeting Minutes – December 3, 2008

Present:

Nina Glendinning, Thereapeutique
Laura French, New Hampshire Telephone Museum
Shirley Brown, Country Cobwebs
Kay Steen, Wingdoodle
Rebecca Courser, Warner Historical Society
Cheryl Blais, The Maples
Richard Clarke, White Mountain Gourmet Coffee
Sandy Bartholemew, BEEZ Ink.
Susan Beere
Hugh Wilkerson

Next Meeting
Friday, Dec. 12
8:30 a.m. at
White Mountain
Gourmet Coffee Café

Recap of Action Items

- ☉ The gift basket is just about complete and Lynn will deliver it along with posters and passports to the Nutcracker production. Angela will bring it back to White Mountain Gourmet Coffee.
- ☉ Laura contacted Ernie Mills @ KRHS. He will see if their Brass Choir is interested in performing.
- ☉ Laura contacted Peter Bates who said we can use 2 electronic signs (one for each exit). If we want, we can pick them up and place them wherever we'd like or he can deliver them. The group agreed to have "Downtown Holiday Shopping Weekend – December 13 & 14 10am-5pm – Shop Local" as the message on them. *Paul Violette & Kevin Blais will pick them up.*
- ☉ Laura contacted the Firemans Museum – they will try to be open for the event.
- ☉ Laura e-mailed the Warner PD to let them know about the event. Haven't heard anything back from them.
- ☉ The Elves are ready for their assignments on Main Street! They will direct shoppers to Brookside, Upton Chandler House and up Kearsarge Mountain Rd. They will also hand out maps.
- ☉ The maps are complete and were e-mailed to everyone to make their own copies.

Holiday Shopping Weekend

Steve Main suggested in a previous e-mail that we start distributing the passports the weekend prior to the event with the stipulation that they could only be stamped during the actual weekend. The consensus was that people may lose their cards or not return with them the following weekend. Since we only have a limited amount of cards the group agreed that we could start handing out the maps but not the cards.

Horse-Drawn Holiday Hay Ride – *A reminder to sponsors of the hayride to mail their checks payable to Mike McChesney to his home address at PO Box 152, Elkins NH 03233.*

We received enough support so that we only needed \$75 from the WBA's \$250 donation. The remaining \$175 will go towards advertising.

Advertising – We have gone over our advertising budget and still need to advertise in the Concord Monitor and the Advertiser. The group agreed to drop the Advertiser and go with the Monitor. We will also try to raise more funds from the retailers. NHTM, Country Cobwebs and Wingdoodle said they would each kick in more money. Laura did an interview with Channel 13 which will air the week before the event. Cheryl has drafted up a press release and has our event listed on a lot of web sites.

Action Item: *Beginning in January a Marketing Sub-Group will for an advertising plan. Potential participants include Cheryl, Sandy and Shirley. ☺ We will also set the dates for the 2009 events so that artisans, retailers and community groups will know what's coming up, the cost for participating and the deadlines.*

Other Business

A reminder that the magazine deadline for the NH To-Do ad is December 15; the deadline for businesses to participate is **December 7 (FIRM)**. Committed businesses @ \$100 so far include Country Cobwebs, NHTM, Rowe Mountain, The Maples, Kearsarge Market, Wingdoodle. *Anyone else who is interested should contact Shirley by December 7. Shirley and Sandy will meet to discuss the ad design.*

Nancy Ladd of the Library asked who was responsible for the business sign posts around town because the one outside the library is in need to repair. Shirley and Rebecca said that the town should maintain them and that each business paid All Signs for their individual signs. *Laura will contact Laura Buono to see if the town has plans to work on the sign posts.*

REMINDER

Be sure to drop off your Preview Party \$\$ and unsold tickets by Friday, December 5 at Sugar River Bank.

Outstanding Issues

Signs – Men's Club, Land-Owners, Citgo
Retailers Flyer/Post Card
Sub-Committees – Advertising, Fundraising
NHPR advertising opportunity (Megan)
Website – Add calendar of events