

## Warner Retailers

Meeting Minutes – January 16, 2009

### 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  
Megan Hunt, Rowe Mountain Fair Trade  
Shawn Olsen, MKIM  
Richard Clark, White Mountain Gourmet Coffee  
Stephanie Hertzog, Magdalen College

**Next Meeting**  
**Friday, January 23, 2009**  
**8:30 a.m. at**  
**White Mountain**  
**Gourmet Coffee Café**

### Valentine Weekend

Stephanie Hertzog of Magdalen College offered the Magdalen College pond for a family day of ice skating. The group thought it was a great idea and will add it to the schedule of events. It will take place from 10am-4pm and the college will make up signs pointing people in their direction. They will also sell food and hot drinks as a fundraiser. It will be billed as being sponsored by the WBA in conjunction with Magdalen College.

The cost of participation will be \$200 per business which will entitle them to be a stop on the scavenger hunt and, of course, take advantage of the advertising opportunities which include the Union Leader, Concord Monitor, Kearsarge Shopper, The Messenger, InterTown Record, NH To Do Magazine, and possibly the Webster Grapevine.

We will not be able to have an article in the Warner New Paper because Richard Senior felt we should have a paid ad to go with it. Because the businesses all advertise in there on a regular basis we felt we shouldn't have to purchase another ad when the article was clearly announcing a community event. Instead we will print up our own flier and distribute it ourselves.

Cheryl mentioned purchasing Valentine's Day banners to hang outside our shops like the Sunflower ones that used for "Spring into Warner". Others mentioned possibly having Steve Main make a banner like the "Shop Local" ones that he created. Suggestions included using the Shop Local design with a heart on it or doing the candy hearts with "Shop Local" printed on them.

### Action Items:

♥ We need to get a list of committed businesses by next meeting if possible:

- MainStreet Bookends – Nina (No)
- Country Houses – Nina (Yes)
- All Signs – Nina
- NHTM – Laura (Yes)
- Wingdoodle – Kay (Yes)
- Beez Inc. – Kay (Yes)
- Kearsarge Market/Brookside – Cheryl (Yes)
- The Maples – Cheryl
- Country Cobwebs – Shirley (Yes)
- Aubuchon Hardware – Shirley
- MKIM – Shawn
- White Mountain Gourmet Coffee – Richard
- Rowe Mountain – Megan
- Therapeutique – Nina
- KCPA – Angela (offering free play)
- Faith Minton Yoga (offering free yoga session)

- ♥ Once we know who is participating, the Scavenger Hunt committee will re-convene and create the clues.
- ♥ Kay will speak with Nancy at the Library to see if they can have someone at the library from 10am-5pm on Saturday since they are the end point of the Scavenger Hunt. If that's not possible, we will redirect people to the Telephone Museum.
- ♥ Rebecca will fine-tune her Warner New Paper article into a 2-sided flier and we will distribute it all over town.
- ♥ We need to design and print up the posters which will include the schedule of events.
- ♥ Cheryl will look into pricing for Valentine's Day banners to hang at each shop.
- ♥ Shirley will assemble the gift basket for the NH To Do Magazine contest prize.
- ♥ A reminder that Angela is looking for a few people to watch the Children's Theater Production on the 14<sup>th</sup> and to write a testimonial.

### **Other Business**

The Kearsarge Magazine is getting ready to print their Spring Edition and has been asking businesses if they want to advertise. Many in the group agreed that they would like to participate in a group ad. *The marketing sub-committee will work on that.*

We need to come up with our second ad for the March issue of the NH To Do magazine. We will begin advertising the "Spring Into Warner" event. *Cheryl will find out the deadline and work with Sandy.*

Megan mentioned that Peter Leonard of NHPR is interested in meeting with our group to discuss possible advertising opportunities. The group agreed that this would be a good avenue to explore. *Megan will contact Peter to see when he would be available.*

### **WBA Annual Meeting**

The Annual Meeting will be held Wednesday, January 28 at 5:30 p.m. at Sugar River Bank. Ginger is sending out invitations and they will host a speaker to talk about a new program they are offering. *Please make every effort to attend – and bring a friend!!*

### **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