

Retailer's Meeting - May 18, 2009

In attendance:

Faith Minton, Yoga
Shelley Trube, Wingdoodle
Rebecca Courser, WHS
Shirley Brown, Country Cobwebs
Shawn Olsen, MKIM
Cheryl Blais, The Maples
Abby Waldron, Womyn for Hire
Angela Tarleton, KCPA
Sandy Bartholemew, BEEZ Ink
Megan Hunt, Rowe Mountain Fair Trade
Kay Steen, Wingdoodle
Lon Thorpe, United Church of Warner
Laura French, NHTM

Next Meeting
Monday
June 1, 2009 @ 8:00 a.m.
at NHTM

Follow-up to the *Spring into Warner* event (May 16)

Positives:

Advertising worked well - a number of people from out of town
Signage - the two signs at either end of town were eye catching
Kids activities were great and well attended
 Sponsors of activities ran out of material
 Adults were working with children
 KCPA reported their activities were well attended
 Fairy houses at two locations seemed to work well
More music - created a great atmosphere
People liked the small town, low-key local touch.
High quality events
Food - seemed to work well, restaurants were busy, the ice cream/ coffee booth did well, the church sold out of food.
A very relaxing day for families, people were happy, weather was great.
Some vendors did very well.
Some business did receive food pantry donations.

Improvements for next year:

We need to write a mission statement (priority to local).
Connect to our blog
Have more materials for kids activities
Trash & recyclable barrels placed strategically
 Maybe an organization could help with the trash pick-up
Angela has offered to organize a "Battle of the Bands" to target

Teenage audience
Better signage or more activities on the lawn of the Upton Chandler House Museum.

More boy activities

Possible theme ideas

Fairy houses & leprechaun lodges

Star Wars

Knights of the Roundtable

Robin Hood

Lord of the Rings

Magician

Things to make

Dagger (out of foam), Sheath or Flags

Maybe put up more tents (in case of weather)

Need to consider electrical connections for bands

Use of SES school yard or building for events

Use ball field, gazebo, skate board park

Country Cobwebs would like to offer some type of food next year

Artists painting outside - need more - start earlier

Need to inform the bank the need for more change

Fairy houses - create map of house location, light at night, have a fairy house display and auction fairy houses

The retail group needs to come up with an activity to raise money for advertising. Cheryl says to offer more vendor space along the street and charge \$50. The money to go towards advertising. Other suggestions were a bouncy tent, pony rides, and a slide for kids. Would this take away from our kids activities?

Create a May pole event

Horse drawn carriage rides along Main & Kearsarge streets.

Information booth at Town Hall.

Runners - to hand out schedules, answer questions, spell people at their booths, run for change at the bank.

Organizers wear Spring Festival t-shirts

Fundraising/Marketing/Advertising discussion

Have a competition to create fairy houses ahead of time, exhibit them and hold a silent auction.

Offer advertisement on town blog connected to the newspaper. Run ads on the side.

Create a downtown map with events and sell ads. Sandy brought samples of maps.

Have a dinner-dance and silent auction to raise advertising money

Create designer trash cans – “Yes, we can!”

Host a *Warner Has Talent* night.

Fourth of July event – piggy-back on what already happens.

Dance at the Waterloo or Joppa Bridge

Watermelon, lemonade, bike parade, relay races, hula hoop competition, pie eating contest, Chicken BBQ.

Use ball field – picnic, music, Miss or Mrs. Warner competition

Participate in Open Doors event in November (around Veterans Day).

Create a coupon booklet

Friday night event – open shops, restaurants, museums

Halloween Events –

A Horribles parade

Monster Ball – music

Harvest & scarecrow decoration/competition

Ghost & graveyard tour

Our Town – the play

Haunted Happenings

Create a calendar and sell for advertising monies

Create pillows to rent at Town Hall for events (town meeting)

Fair Trade members to create, we purchase, advertise the groups working together

Explore state promotional money

WHEW!!!!

Next meeting – June 1 – 8:00 am at the NH Telephone Museum

Pinpoint activities we want to achieve 09-10

Break into committees to continue planning

Action Items & Other Info:

- Bring food donations to Cheryl for photo op.
- Kearsarge Happenings Deadline: June 26
- KCPA Recital – June 19 & 20 @ KRHS – Advertising Opportunity & Gift Basket Raffle