

Warner Retailers Meeting
February 18, 2010

Next Meeting
Thursday, February 25 @ 9 a.m.
White Mountain Gourmet Coffee

Present: Nina Glendinning, Therapeutique
Cheryl Blais, The Maples
Rebecca Courser, WHS
Laura French, NHTM

ReCap of Valentine's Event

Seemed slower than last year. Lots of locals didn't appear to know about it. We had more out-of-town participants.

The church supper went extremely well. They served over 100 people.

The dance had a low turnout. We need to make sure we advertise better and utilize the electronic sign.

Posters need to go up sooner. Ads should run two weeks prior or run both two weeks prior and the week of the event.

Horse & Carriage was popular again. For some reason they didn't initially go to Country Cobwebs but were more than willing once we asked.

KCC baby sitting offer was great. Will need to see if they want to do it again next year and publicize it better.

Everyone who participated seemed to be having lots of fun. Many people did the blackout and were eligible for two more chances to win the gift basket. We would like to give Susan Beere more recognition for the hearts. The gift basket winner was Izzy Afflerbach from Hopkinton. Laura presented the basket to Izzy's dad, Pete Afflerbach, who picked it up from the museum on Wednesday. ***Action Items: Laura will send photo to Dan and the Kearsarge Happenings; Cheryl will take a photo of Susan with some of the hearts and do an article for Kearsarge Happenings.***

Spring Into Warner

We talked a little more about the Fairy theme and incorporating Leprechaun Lodges for the boys. Lynn spoke with the leader of the Cub Scouts about participating and he will get back to us. Other ideas we talked about today included Fly Fishing / Tying Workshop, making instruments out of recycled material, Rocket Club demo. ***Action Item: Cheryl will ask Sandy if she would be willing to ad fairies to the sunflower logo. If not, then Cheryl will find some clip art to add.***

It was suggested that we get the Farmer's Market involved. ***Action Item: Rebecca will contact Bob Bauer.***

We really liked the horse and carriage from Valentine's Day. West Meadow Farm has already been booked for Spring Into Warner. We could do both or alternate back and forth and use Brian Erickson for the Holiday Shopping Tour.

We still need to send out invitations for artists to apply to participate in Spring into Warner. Laura developed a form and sent it to Shirley, Kay and Cheryl for review. The

next step is to send it out. Action Item: Cheryl will coordinate sending it out. She will get a list of artists from Kay and will also place it in various free publications. Deadline should be mid-March.

We also talked about contacting the various artists' studios in town to see if they are interested in having their studios open that day. They would pay a fee (TBD) for being listed on the schedule. **Action Item:** *Rebecca and Laura will work on this.*

Participation forms need to be sent to all retailers ASAP. **Action Items:** *Laura will e-mail the form using the same dollar amounts as last year. Cheryl has the advertising schedule from last year and will coordinate again this year.*

Other Business

Candidates Night – the KACC is sponsoring a Candidates Night on Wednesday, March 3 at 7:00 p.m. in the town hall. All candidates running for office will be invited and Dan Watts will speak on behalf of the Planning Board to explain the warrant articles.

Tory Hill Reader Series – Rebecca said plans are progressing for this WHS event. It will take place on 2 Saturday nights in both July and August. There will be 2 authors per night; each will read excerpts of their work and there will be time for Q&A. there will be a dessert social after. Cost is \$7 per evening or you can by a “season pass” for \$5 per evening. It was suggested that the downtown businesses stay open later on those nights.

Smart Woman Advertising – Only 3 businesses have opted to take part in the cover ad space that Smart Woman is offering. If 6 businesses do it then it's \$35 per business per month. With only 3 participating the cost will be \$70.

We discussed the need for a checklist for each event so that things like the electronic sign, notifying the PD, etc. don't fall through the cracks. **Action Item:** *Laura will compile the list and Rebecca will proof.*