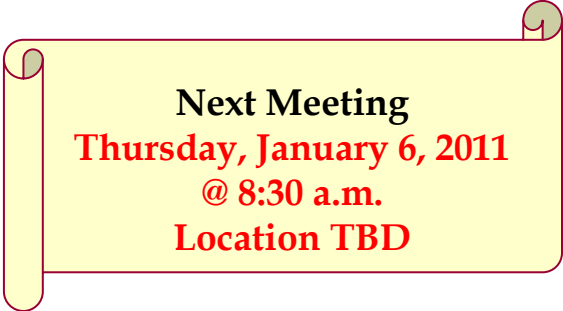


## **KACC Retailer's Meeting – December 16, 2010**

### **In attendance:**

Shirley Brown, Country Cobwebs  
Rebecca Courser, WHS  
Carolyn Bullock, MKIM  
Martha Thoits, UCW  
Kay Steen, Wingdoodle  
Nancy Ladd, PFL  
Carolyn Beverly, Mary K Cosmetics  
Laura French, NHTM



**Next Meeting**  
**Thursday, January 6, 2011**  
**@ 8:30 a.m.**  
**Location TBD**

### **Wrap-Up – 2010 Holiday Shopping Tour**

We received a lot of feedback from HST participants, which I pulled together into one document and attached to these minutes. We talked about the following at today's meeting:

- The recurring theme from all of the feedback was that we shouldn't have had people have to go to every stop on the passport. Many people didn't do the passport because there were too many spots. We talked about having people go to 6 stops, however, each business pays \$100 to be listed on the passport and we really want to encourage people to visit the \$100 spots, even if they walk in to get their passport stamped and leave, at least they've seen the place and may come back in the future. We had a lot of discussion about how to address this but didn't come to a conclusion. We will need to revisit next year.
- We need to fine tune the Santa process. Maybe have a parade that brings him to the Town Hall (on a fire truck?) – maybe bring back the Equestrian Parade – or have him walk around town and into the different shops for impromptu pics. Need more signage if he is in the town hall again. Photographer was late getting there this year and missed the crowd that came from the Gingerbread play, so we need to give them an earlier start time. They did stick around and take pictures into the afternoon and that process worked well.
- We should run photos of past events on the website to entice people to future events. Photos can be given to Dan Watts and he will put them on the site. It was mentioned that a slide show would be cool.
- Nancy reported that there were 17 dads plus kids at the library's story time. Most of the moms were volunteering at various events in town.
- A baby sitting service was suggested. If we decide to do that we would want someone to take that on as a project in and of itself.
- We need to watch the timing of events so that we don't have things happening at the same time.
- We should offer a gift-wrapping service. Would be a good fundraiser for groups or clubs. Could be held at the church or elsewhere.
- We need to get the Elves back to hand out candy canes and answer questions.

- Should we have two wagons? Cost is an issue. The Indian Museum is looking into sponsoring one for just going from downtown up to the museum and back. It was suggested that a tractor would work as well.
- A checklist needs to be made up for the Horse & Carriage – we forgot to put Sugar River Bank's banner on it and they were not told to go by Upton Chandler House like they have in the past.
- Advertising worked well. Some mentioned that we need a simpler poster with less wording on it. We started with one initially and then added the schedule as we got closer. Some felt that the ad looked to much like other holiday church bazaar ads.
- The Farmer's Market was a nice addition and we hope they will continue to work with us on these events.
- Make sure posters get hung up in surrounding towns and in Concord.
- Need more signage in general the day of the event.
- The group agreed that each shop, event, location, etc. should be responsible for their own signage and should be encouraged to do their own advertising on top of what we do. The Farmer's Market did a great job getting the word out about their event. Our small group can only do so much.
- Any events that close/end before 4 should be "free" spaces.
- It was suggested that we create a magnet with the dates of our 3 biggest events.
- Karin Heffernan of Sutton Mills was the winner of the gift basket. *Action Item: Carolyn Beverly will get in touch with her to make arrangements to pick up the basket and hopefully have her picture taken.*

**NEXT UP – "FIND THE HEART OF WARNER" – Saturday, February 12, 2011**

**Action Items:** *Laura will contact NH To Do Magazine and have them include a little blurb on the Warner page.*

*Everyone needs to be thinking about what we want to do for this event and what they can contribute in terms of volunteer time.*

## 2010 Holiday Shopping Tour Feedback

### Martha Mae Emerson

I heard downtown was bustling (YEAH!) The report from Upton Chandler (at least upstairs) is that it was much, much slower, far fewer folks, than last year, and as a result, sales for me were considerably less. I'm not alone in noticing the difference from last year. No complaints as it was a lovely day hanging out with lovely crafts people and Upton Chandler is a lovely spot to be in.

A couple of thoughts from discussions with others yesterday:

- Last year the wagon rides made a stop at Upton Chandler so people realized it was a destination. I think that made a big difference and I'd love to see that happen again next year if possible.
- I think increased signage would be very helpful. Like signs inside the town hall and outside somewhere on the street in the middle of town, pointing towards Upton Chandler and saying Arts and Crafts Fair today, or something like that. One comment I heard was that people thought the farmers market was where the crafts were located so did not look further. Signs would hopefully solve that. We just needed more of the traffic to come our way.

### Megan Hunt

I believe the day was a success all around. The mood was so upbeat and sales were terrific. Thanks to all for making it work so well. With The Upton Chandler House concerns I have been in that position myself when we were renting at the old hardware store. People did not walk very far and we saw less traffic as a result. The signage and wagon ride further would help for next year. Maybe the crafts persons could be responsible for their signage in different locations and possibly having an item or two hanging on display in various shops could be a good lure. Just sharing this now as I cannot make the mtg on Tues.

Last I think we have too many stops to be stamped. It is almost impossible to do if a family is involved in any aspect of the festivities that day. Can we revisit that next fall? Thanks to everyone for their hard work and efforts. Warner is definitely on the map as a fun and engaging destination location because of the consistency of these annual events.

### Sandy Bartholomew

It was definitely a lot of fun! Some of my notes:

- I was helping with crafts for the preschool in the town hall (afternoon). There weren't a lot of people - kind of came in little waves. The biggest crowd was just after the play because Angela led everyone down. That "parade" was very popular! And there weren't any signs out front to let people know anything was happening inside. Even Santa sat lonely much of the time. Maybe some luminaria or something to lead people in to see the trees? And "Santa" was an excellent Santa when he got the chance. Perhaps next year we could have him back and ask his Mrs. to join him? A few kids were too terrified to sit on his lap, but Mrs. Claus would be a bit safer. And Maureen would make a great Mrs. Claus!

-The wagon rides were not only a great idea, but gave the event such a festive air. Perhaps, next year, we could have two wagons? One could go between the UC House and Brookside and the other between town and the Indian Museum, stopping at Country Cobwebs?

- There were too many places to go on the passport. In the past, we let people choose as long as all the squares were stamped. My son, Alex, went to everything but was worried about the Indian Museum since none of us could take him up there. He was so determined, he got his bike and rode UP the hill (he said coming down was awesome!). But if one of the wagons went up there that would solve the problem for other "walkers".

- The poster/ads for the event looked very similar to the Holiday bazaar events at the churches and got kind of lost in the general holiday ad chaos.

- The gingerbread houses were INCREDIBLE!!!! Ohmigosh!

-Last thing - we need daycare! Maybe the church and the Preschool could team up to offer it at the church or downstairs at the town hall? Preschool parents and some teens could do some fun crafts with the kids. Maybe charge \$10 or \$15 for 2 hours. Only parents doing the shopping tour could leave kids and they have to leave their cell # too. We could make some stuff and serve a snack. Parents would buy a ton more at the shops without bored kids pulling at them and the kids could make some gifts for the parents too. If it is only offered for 2 hours, it could be fit between the other kid events. It would make it easier for parents to shop AND volunteer!

### **Linda Burdick**

I'm Linda Burdick--I'm a member of the Kearsarge Regional Eat Local committee. I coordinated the vendors for the Holiday Farmer's Market. We sure appreciated being on the passport, and I'm pleased to report that our event went very well. We had a steady flow of traffic and I saw people from neighboring towns in the market. I did feel badly when we closed (as advertised) at 2 and people came in after we had taken things down and asked for the passport stamp (they got it--I kept it out in case anybody else came in, and some did, while we were cleaning up). It might have been difficult for everybody to get all the stamps since different venues closed at different times.

I tried doing the passport myself, and I have to tell you, I felt really overwhelmed trying to go to ALL the businesses. Luckily I knew the cookie walk closed early, but who else did? My suggestion would be to have people go to any 5 businesses for entry into the drawing. And maybe check with the businesses to see that they actually had a stamp (some didn't).

All in all, the powers that be were with us with weather and we had a great time and downtown was lively. I loved the horses. The caroling was an extra special bonus!:-)  
Regards, Linda What happened to the Magdalen Choir? I missed them somehow!

### **Cheryl Blais**

In regards to the Indian Museum - we can't get a horse and carriage up the mountain - too much for the horses with the weight load and it would take 40 minutes round trip.

So, how about a shuttle instead? Maybe a van or something running a similar schedule.

2. Agree with everything regarding signage - not enough of it, or large enough.
3. Can't comment on the advertising as I didn't see any of it if it all ran the week I was away.
4. The streets didn't appear as busy as last year at all. I even think that the ice storm year seemed busier, but maybe that's just me and the crowds didn't show up until the afternoon.
5. Love Sandy's idea about free babysitting!
6. The caroling was a nice touch
7. How about gift wrapping for a donation to a town organization?
8. Photos' with Santa? And yes - big ole sign that says "Santa" this way!!!!

### **Kay Steen**

This Saturday was very festive! Lovely weather, lots of happy people.....

Wingdoodle was busy most of the day. It was hard for me to get away, but we have a great staff and they were to get rid of me for a while.

I've made some notes while it's still fresh in my mind....

- 1 - Our 1st Shopping Tour, we had some of our kids cruising the streets, dressed as elves, giving out candy canes and telling people where to find activities. This would have been good on Sat. The weather was pleasant for being outside and people really needed directions.
- 2 - I spoke with at least 14 people who had no idea there was a Holiday Shopping Tour in town. They were from New London, Bradford, Sunapee and Hopkinton, and 3 from Concord. Most of them came to shop at our store, a few were just driving around. Two were Warner residents looking for the Farmers' Market.
- 3 - Next year, maybe sandwich boards with the map and events front/back. The kids could wear these. Foam core is not heavy.
- 4 - The horse carts also could wear signs. And the drivers could announce up-coming attractions.
- 5 - More signs in front of Town Hall and the other places.
- 6 - The poster next year needs to be more distinctive and bold, like in the past. People have gotten used to a distinctive symbol or figure. Add less busy small print - just the important details - and a special, familiar, big, clear image.
- 7 - I talked for a while with the horse-driver and his wife, and they said that they have 2 wagons, and they could separate their 2 horses next time.
- 8 - There is also Adele Sanborn's husband, who has one of those huge Clydesdales and a big wagon, and he gives rides often; they live in Webster. Those horses can make it up the hill to the Indian Museum. (And if Alex was able to bike up there, any horse could

do it, if the route were divided up.) One horse could do Main St. and the other could do Indian Museum to Main St.

9 - It was lovely to have music at the various places. Laura, you and the other singers were so welcome at the Cafe when Alex and I were having lunch there. (He almost wanted to accompany you-all with his Irish flute, but it was in a different key.)

10 - The Live Nativity in front of the church was excellent - a tableau - I'll feed my photos into the computer and send them out. The Nativity Scenes in the church were awesome! More exciting than the Metropolitan Museum of Art decorated tree!! I didn't get to have lunch there, but I think it's good to have different food venues around town.

11 - Click Horning sang in front of the Velvet Moose, and Stefanie and Dave served panini (as well as their great ice cream and coffee).

12 - Things were hopping at LizzyStitch and I learned about a second quilting group in town.

We have some talented young people in town who quilt in addition to doing wonderful art (which I knew about). Next year, at the WFFF'11, there will be a quilt exhibit, and a WFFF quilt to be raffled. (Stay tuned!) Wonderful things are happening in the old hardware store.

13 - The Wingdoodle demo table was busy with kids and adults making cards and decorations.

SherRee and Jenn and Krystin were exhausted at the end of the day. We didn't get as many returns of our coloring contest as we did last year, but some of the ones we did get are awesome!!!

14 - I didn't get to all the places, and my cold made me slower than usual, but I think Ben played music and probably, Fiona. Did anyone else? Alex said he would take some pictures, but I haven't seen him to ask today.

15 - We should have a list of all our possible musicians, elves, and sign-carriers for the next festival.

So many exciting things - makes me almost wish for a 2 day weekend, but that would be too much.

16 - The wagon driver could give a running commentary about the up-coming attractions during the ride (like in Old Sturbridge Village). So, let's see if we can get 2 routes next time?

It would definitely increase traffic to the Upton chandler House and the Indian Museum.

17 - It was very hard for people to get all the boxes stamped. In the morning, people ran in and asked for a stamp in our box. Some of them said they'd try to come back later to see what we had in the store. In the afternoon, most people didn't ask for a stamp, and when I offered, they said they didn't want to bother - just wanted to shop and relax. So maybe next time, let's limit the number of stamps needed, like in the past. That way, more people would have a chance to win the basket, as well as to shop.

## Angela Tarleton

1. The Gingerbread Man was better attended by more than twice from last year Woohoooo! The Parade worked well because they had someone to lead them sooooooooooooo...some thoughts!
2. How about a Designated Children's "TOUR GUIDE" that leads them from one event to the next no not the same person all day but a different person from each event?
3. Also better coordinate events that "DON'T OVERLAP" so Library Time to Make a Craft to Gingerbread Man then Gingerbread Man to Santa etc. you get the idea!
4. Also how about a Package Deal for the DAY for the kids combine the totals for Babysitting and Make a Craft see the Gingerbread Man & Parade to Santa have the baby sitters get them to the Events while the Parents Shop that way they could have an unlimited stress free time to shop while the kids are entertained I remember when I had a GYM MEMBERSHIP in Texas I always Paid extra to have my kids taken care of so I could WORK OUT WORRY FREE. I think this might set us apart from other AREA HOLIDAY events!!
5. I have all kinds of Hold Harmless Forms etc. that could be used to protect us all...also with any child care we must comply with all Sate Regulations.
6. FINALLY AS WE ALL WISH ALL OF THEM WOULD COME TO ALL OUR EVENTS HOW ABOUT GIVING A BONUS TO THOSE WHO TO GET TO THEM ALL? Those participants get 2 chances to tickets to win all others who get a limited set amount get one try one ticket that way all are happy we still get those diehard shoppers that want the ULTIMATE DEAL more people to all our events and the others that are just as happy to get to as many places as they can.