

Notes from Warner “Retailers” / KACC-WARNER group Meeting

March 13, 2013 at 8 AM at Velvet Moose Ice Cream Shoppe

Attending: Rebecca Courser (WHS), Nancy Ladd (Library), Martha Thoits (Church), Stephanie Hertzog (Velvet Moose), Kay Steen (art supporter), Carolyn Beverly (Mary Kay), Carolyn Bullock (MKIM), Faith Minton (Yoga & MainStreet Warner Inc), Nina Glendinning (Therapeutique Massage), Angela Tarleton (KCPA)

A. Spring into Warner

[1.] **Forms for Spring Into Warner participation:** Rebecca provided copies of the newest draft of the SIW participation registration forms. After discussion, it was decided to also provide an option on the Business form to sponsor an artist (and name the artist), for \$25. One member opposed the idea. Another edit concerned the wording for the Civic Group entry: it will say, “sell items or provide a service”. The **registration deadline** will be April 1. **Laura will make these changes** and send the form to the web-master. **Event tag-line reconsideration:** Angela proposed “Jump into the Arts”, Faith seconded it, and after some discussion of alternatives, the proposal passed, 8 to 2. Sandy has offered to rework the logo and she will be asked to include her name as the logo designer and add the Jump into the Arts tag line to the image. **Group name:** because the name Warner Retailers does not correctly describe the group’s membership, a new name was proposed by Nancy Ladd and the group unanimously approved it. The group is now called KACC-W.A.R.N.E.R., which stands for Warner Artists, Retailers, Non-profits, Educational institutions, and Restaurants. This name and descriptive tagline will be shown on all sponsored events and the website. **Finances:** Carolyn Bullock reported that there is \$1100 in the account, of which \$300 is already committed to the SIW wagon ride, and with one outstanding bill to pay, there is a cushion of \$650 available for early advertising. She will send out a spreadsheet of all transactions, and will track and report on details of income and spending for the event. **Publicity:** Lynn Clark of MKIM has offered to handle press releases for the event for a wide area and multiple media types. This needs to start 6 weeks prior to the event, i.e. April 1. Nina is willing to create poster-style ads of various sizes, and Faith will help with the Save the Date poster for immediate use to generate interest. Laura will let Nina know what sizes are needed, and what sponsors and events to list, and will work with Carolyn on figuring what ads can be afforded after the **April 1 registration deadline** has passed. Laura will handle tracking registered participants. Carolyn Beverly will help distribute the event form to musicians. **Nancy and Kay** will help distribute to artists, artist organizations and local non-profit groups. **Rebecca** and others will also contact some artists. The participation registration forms will be at <http://kearsargechamber.org/warner> by the weekend. Kay mentioned the **Center for the Arts-Lake Sunapee Region** is now sending event newsletters monthly instead of weekly, and they will post our event on their website calendar if we send information. **Event layout:** Rebecca, Stefanie and Laura will work on identifying

available spaces for the participants to set up, and parking areas for the next meeting. **KCPA / Mayfest** Angela is thinking of holding the Mayfest/ Concert in the Park on a different weekend than SIW, and floated the idea of Saturday or Sunday afternoon of Memorial Day weekend to the group. Nancy mentioned that there are some Memorial Day services on Sunday involving the Middle school band, in addition to some with the High School Band on Monday. The Concert raises funds for KCPA scholarships.

B. Other topics

[1.] **Granite State Ambassadors:** Laura reported that the Chamber received notice that this 25-30 member group from Manchester Airport want to visit Warner in July to learn about tourist opportunities which they can promote to NH visitors. The custom is to provide a tour and lunch on a weekday for the group. The group is willing to work on this – after SIW is over. Museum tours, and possibly a “progressive lunch” and / or snack time at the various Restaurants were discussed. Faith suggested displays could also be set up at the terrace at Jim Mitchell Park. They would come by bus. **New Resident Welcome Packages:** Rebecca reported that Brown Realty and Country Houses are both willing to participate in distribution of welcome packages to new homeowners and renters. She has not yet managed to talk to Harman Real Estate. Nancy suggested that the manager of North Ridge apartments would be a good contact for those housing units. Ideas for inclusion: Town office, library, church and museum information, coupons for restaurants and stores. Non-profit groups may also want to have handouts included. **Exit 9 traffic calming designs / Business area signage:** Laura was asked to have the Chamber approach the Town about involvement in designs for the Exit 9 area to ensure that signage and traffic flow will encourage visits to the down town Main Street area businesses and restaurants. The State’s budget includes \$3 M for a new liquor store in Warner, and Market Basket has approached the Planning Board about a restaurant.

C. Next meeting

Wednesday, March 20, 8 am at Velvet Moose Ice Cream Shoppe. Any KACC members or potential members are welcome. (Invite Town Administrator?)

Topics to include:

SIW: “anchor” participants and events, set-up space layout, parking, status of publicity and recruitment, sunflower logo flags, signage, ads, map/handout.

Rollins State Park entrance gate: making a request for expanded season, to include May 18; State forest logging plans.

Welcome Package: committee? bring items to be included? May wait for later meeting.

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