

Warner Retailers

Meeting Minutes – November 7, 2008

Present:

Carolyn Beverly, Mary Kay Cosmetics
Steve Main, All Signs & Gifts
Mike McChesney, Brookside
Nina Glendinning, Therapeutique
Laura French, New Hampshire Telephone Museum
Sandy Bartholomew, BeezInk
Shirley Brown, Country Cobwebs
Shawn Olson, Mount Kearsarge Indian Museum
Lynn Madigan, Warner Preschool
Kay Steen, Wingdoodle
Rebecca Courser, Warner Historical Society

Next Meeting
Friday, November 14
8:30 a.m. at
White Mountain
Gourmet Coffee Café

Review of Action Items

- ❑ Lynn got approval from the Town Hall to set up the kids activities from 10am-2pm in where the trees are located. The kids activities have been included on the ad.
- ❑ Still looking for elf volunteers! A suggestion was made that the Children's Librarian might be a good candidate. *Lynn will follow up and also see if they want to do anything during the shopping weekend.*
- ❑ The Live Nativity Scene is still up in the air for the Preview Party Weekend (12/6 & 12/7). Marc will contact Ginger and then let Angela know.
- ❑ "Shop Local" Decals, courtesy of Steve Main, were handed out to each member in attendance. Laura has more if anyone wants one.
- ❑ All Signs & Gifts, BookEnds, Rowe Mountain, Carolyn Beverly, and Therapeutique are all on board for the Holiday Shopping Tour. Still unsure about Pandora's Locks. The Maples is not participating in the advertising but is providing a link to the WBA site on their own website. (Thanks, Cheryl!)
- ❑ Laura contacted Molly Traynor who indicated that she would be willing to play her fiddle. Molly will also talk with other musicians to see if there is any interest.
- ❑ Mike is still researching the Sleigh Ride and Bon Fire @ Brookside.

Holiday Shopping Weekend

Advertising – the group decided not to advertise on the online "Kearsarge Corner" until they have become more established. Shirley needs copies for the Boscawen Newsvine which will be distributed on 11/15. Action Item: Rebecca offered to make enough copies for the Newsvine; Laura will purchase the paper and get it to Rebecca. This will be the preliminary event ad. Copies of the actual ad listing all the participants will need to be made later in the month for the Webster and Salisbury papers.

We also agreed that the new "Shop Local" decal should be included in all of our advertising efforts, including individual ads by each shop. **New this year** – we will continue to use the red packages to denote participation in the Shopping Tour, however, we will stick a larger size of the "Shop Local" decal on the package. *Steve will provide the larger decals for us.*

The group took a look at the ad that Sandy was developing and gave input. The group agreed that the key is to KEEP IT SIMPLE so that none of us burn out!! Sandy will put together another ad based on everyone's input. We decided to use the reindeer design with bullet items printed on each bag including the kids activities, festival of the trees, free raffle, entertainment and store discounts. The business names will be listed down the side without trying to make a shape out of them.

We have approximately \$1550 in advertising dollars this year. This is down from last year because the regular participants only paid \$100 (vs. \$200 last year) and we didn't pick up as many \$50 participants as we had hoped.

Sleigh Rides – Mike is still researching this. We thought it would be neat idea to have the horse and buggy travel up and down Main Street. Discussion centered around how to pay for it. Suggestions included letting the owners collect their own fees from riders; sell ride tickets in the stores or give away a free ride with every purchase over a certain amount. Mike will keep researching and let us know what he comes up with. He's pretty sure the bon fire won't be an issue but will talk with the Fire Dept. ASAP.

Miscellaneous Action Items

- ☉ Kay knows someone who has a Santa Suite and a Popcorn Machine. *She will see if he is interested or available to participate.*
- ☉ Lynn will contact Rowe Mountain about donating a basket for the raffle.
- ☉ Laura will contact Martha Mae Emerson about updating the map from last year's event.
- ☉ Shawn reported that the Inns in Bradford are holding their Victorian Weekend the same time as our Shopping Tour. *We should be sure to send some brochures their way.*
- ☉ The Warner Church Fair is being held the same weekend. *We should contact Jane Bliss to coordinate our efforts.*
- ☉ Leftover Item from Last Meeting: The group decided to make a \$50 donation to the Nutcracker performance to be included in their program along with a little blurb about the Holiday Shopping Tour. *Laura will contact Ginger for a check.*
- ☉ Brookside and the Upton Chandler House have sent out notices for the spaces they have available in their locations for Artisans.
- ☉ Carolyn, Mary Kay, will set up in the Town Hall with the children's activities.
- ☉ We talked about purchasing flags with the "Shop Local" decal on them. Steve Main said he could make banners with grommets which might be less costly than the flags. *Steve will work up a price and let the group know.*

REMINDER

Decorating the town hall for the Festival of Trees will take place Friday, November 28 at 5:00 p.m.

Ginger is accepting donations for raffle prizes for the Preview Party.

Outstanding Issues

Signs – Men's Club, Land-Owners, Citgo
Retailers Flyer/Post Card
Sub-Committees – Advertising, Fundraising