

Warner Retailers

Meeting Minutes – February 20, 2009

Present:

Next Meeting
Friday, February 27, 2009
8:30 a.m. at
White Mountain
Gourmet Coffee Café

Nina Glendinning, Thereapeutique	Lynn Madigan, Warner Preschool
Laura French, NHTM	Pat DeAngelis, Warner Women's Club
Kay Steen, Wingdoodle	Louise Holt, Warner Women's Club
Cheryl Blais, The Maples	Rebecca Courser, WHS
Richard Clark, WMGC	Gretchen Bux, Blue Moon Berry Farm
Shirley Brown, Country Cobwebs	Faith Minton, Warner Connects
Deb Moore, Foot Hills	Janis Yarde, NH To Do Magazine
Shelley Trube, Wingdoodle	Mike McChesney, Yankee Farmer's Market/Brookside

NH To Do

Janis Yarde shared lots of marketing possibilities in the NH To Do Magazine. They reach 500 subs (85% in NH); have 30-35,000 readers, are sold in 11 states (NE and NJ, NY, PA, MD and DE). Out of state they are sold in major book stores; in New England they are in grocery stores, doctors' offices, B&Bs, airports, etc. They have been in existence for 6 years and are privately owned. Opportunities include: website, event ads, town spotlight, Club Card (free to advertisers; \$49 for non-advertisers). Warner is being featured in the October issue so Janis encouraged us to do an event ad where we can purchase the whole page. Deadline is mid-august and they will design our ad for free.

Valentine's Day

The group agreed that this was a huge success! It was relaxing, fun, and drew new people into our shops. Suggestions for next year:

- ♥ Foot Hills – take reservations for dinner.
- ♥ Ice Skating – put “weather permitting” in ads. Also work with the town on possibly providing it at the park by the river. It would be easy to flood (river nearby) and there is a concession stand.
- ♥ Keep ads local? Most of the responses came from the pink flier that Rebecca made, posters, postcards sent out by Sandy, Shirley's mailing list, blogs and word of mouth. Cheryl did receive many responses from the Concord Monitor ad.

Winner of the Scavenger Hunt Gift Basket: Mary Watts from Warner! **Action Item:** *Shirley will contact Mary.*

Other Business

Advertising – The Kearsarge Magazine ad needs to be paid for (\$500). **Action Item:** *Cheryl will e-mail all participants with the amount due.*

Membership Dues – There are still some retailers that need to pay their 2009 WBA membership dues. Applications can be downloaded from the website. Mike asked if the WBA had an “official” membership committee. Laura thought it was a collaborative effort and that it should definitely be discussed at the next WBA meeting, especially since we are going to become a Chamber of Commerce and expand our membership base.

CANDIDATES NIGHT – the WBA is sponsoring a candidates night on Thursday, March 5 at 7:00 p.m. at the Warner Town Hall. Laura previously sent an e-mail which included a url where you can download the poster to hang in your shop.

Ken Fiery, the artist who painted downtown Warner at last year’s “Spring into Warner” event which we have used in some of our marketing, had e-mailed an idea about having his painting printed on give-aways like magnets, mousepads, etc. The group discussed it and thought they would prefer to use a local artist and possibly hold a contest in conjunction with this year’s “Spring into Warner” event.

Action Item: *Laura will e-mail Ken and let him know.*

2009 “Spring into Warner” – Saturday, May 16

Once again, the ideas were flying for this year’s event! Below is an attempt to put together a preliminary schedule of events, including all brainstorming ideas and people who have expressed an interest in working on each activity. It is important to have someone from the group work with other groups in town to coordinate. NOTE – This is NOT cast in stone...

Activity	Time/Location	Committee Members
Barn Dance	Friday, May 15	Faith/Retailers
WWC Annual Plant Sale Need to coordinate with KCPA	9am-Noonish In front of Town Hall	WWC (Cheryl & others expressed interest in helping with displays.
Barn Sale	9am-Noon WHS	Rebecca
Yoga Workshop	11am NHTM Comm. Room	Faith
Parade honoring “Uniforms” including armed forces, fire dept., police dept. EMTs, Boy/Girl Scouts, WYSA	2pm Start at Firemen’s Museum	Kay, Laura, Nina
Teddy Bear Tea	2-4pm The Maples	Cheryl
Story Time	Times TBD Library	Library Lynn, Kay
Craft Activity for Kids – Pin Wheels	Time & Location TBD	Lynn
Artisans	All Day Brookside Country Cobwebs Upton Chandler House	Mike, Shirley, Rebecca
Artisans @ each shop	All day	Each shop owner responsible for their own artist.
Cupcake/Cookie Decorating	Time? Foot Hills	Deb
Fairy Houses	All Day Location?	Sandy, Mike, Lynn, Megan
Modified Firemen’s Muster or Demo	Time? NHTM Parking Lot?	Laura, Nina

Other ideas to explore:

- ☀ Bike Race (Mike)
- ☀ Teddy Bear Clinic (@ Family Tree Healthcare)
- ☀ Jail fundraiser for local charity (Cheryl)
- ☀ Church involvement
- ☀ Book Ends
- ☀ Bubble Blowing (Sandy)
- ☀ Simonds School Clothing Sales
- ☀ Art Contest for downtown Warner painting to be used in marketing (Sandy/Rebecca)
- ☀ Invite all town organizations to an organizational meeting to see if they want to participate in the days' activities (Shirley, Laura)
- ☀ Electronic Signs to advertise event
- ☀ Vermont musician (Kay)
- ☀ Musical entertainment

Outstanding Issues

Signs – Men's Club, Land-Owners, Citgo

Retailers Flyer/Post Card

Sub-Committee – Fundraising

NHPR Sponsorship

NH to Do October advertising (deadline August 15)