

Warner Retailers

Meeting Minutes – March 6, 2009

Present:

Nina Glendinning, Therapeutique
Laura French, NHTM
Kay Steen, Wingdoodle
Shirley Brown, Country Cobwebs
Shawn Olson, MKIM
Lynn Madigan, Warner Coop Preschool
Cheryl Blais, The Maples
Marc Violette, WBA, TDS Telecom
Rob Bryant, Lake Sunapee Region Chamber of Commerce

Next Meeting
Friday, March 13, 2009
8:30 a.m. at
White Mountain
Gourmet Coffee Café

Rob gave an overview of the Lake Sunapee Region Chamber of Commerce which covers 14 towns including Warner. They are a combination of the former New London and Lake Sunapee chambers. He brought their map and guide as well as their Annual Information Guide for the group to look at and also talked about the rates and membership structure. He would like to see more Warner businesses get involved.

Review of Action Items

- Megan has recruited a group of teenage girls to help with the Fairy House activities. Nina talked with Simonds about their clothing sale and they thought it sounded like a good idea. Nina will follow up to confirm.
- Laura talked with Eddie Raymond about the firemen's activities and he had some great ideas. Laura will keep working with Eddie and others to get confirmation.
- A reminder that the \$40 per person fee for the Spring 09 Kearsarge Magazine Ad is due. Checks made payable to WBA can be given to Laura who will track and turn them all over to Ginger at once.

Outstanding Action Items

- Radio Broadcast of Spring into Warner – Megan
- Bike Race - Mike

Spring Into Warner – May 16

- ☀ Country Houses will be setting up a tent and doing a "Make Your Own Birdhouse" activity.
- ☀ Jen Carson will be in charge of the on-site building of Fairy Houses. Sandy is busy organizing this whole activity and will give periodic updates.
- ☀ One of the main focuses of this event is artisans so each retailer is encouraged to host 1-2 artisans at their locations to do demos and talk with people. This was very popular last year.
- ☀ A firm deadline must be set for participation in this event for advertising purposes and so that we can get the schedule of events pulled together and distributed. April 1 was suggested.
- ☀ Shirley reported that Connie at the Kearsarge Children's Center expressed an interest in doing some type of fundraiser in conjunction with this event. A BBQ or some type of food for kids was suggested.

Other ideas to explore:

- ☀️ Teddy Bear Clinic @ Family Tree Healthcare
- ☀️ Jail fundraiser for local charity (Cheryl)
- ☀️ Book Ends
- ☀️ Bubble Blowing (Sandy)
- ☀️ Art Contest for downtown Warner painting to be used in marketing (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

Draft Schedule for Spring Into Warner

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-2pm WHS	Rebecca
Yoga Workshop	11am NHTM Comm. Room	Faith
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
Head Garlands	All Day Country Cobwebs	Shirley
Bird Houses	All Day? Country Houses	Rhonda Rood
Fairy Houses	All Day Location?	Sandy, Mike, Lynn, Megan
Modified Firemen's Muster or Demo	Time? NHTM Parking Lot?	Laura, Nina

Advertising

NH To Do and NHPR keep following up concerning advertising. Cheryl will contact both.

Cheryl recommended that we flood the media with information about what is going on in town, including any items each individual shop wants to report on. She said she would write the press releases or give pointers to people on how to do their own.

We also talked about making up postcards to mail out to people either through a mass mailing or through each shop's mailing list.

I had to leave before the meeting was over so Nina took over taking minutes and will distribute whatever she has ASAP.

Outstanding Issues

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

Retailers Flyer/Post Card

Sub-Committee – Fundraising

NHPR Sponsorship

NH to Do October Event advertising (deadline August 15)