

Warner Retailers

Meeting Minutes – September 3, 2009

Present:

Angela Tarleton – KCPA
Kay Steen – Wingdoodle
Nina Glendinning – Therapeutique
Rebecca Courser – Warner Historical Society
Sandy Bartholomew – BEEZ Ink
Nancy Ladd – PFL
Marc Violette – TDS Telecom, KAAC Prez
Faith Minton – Yoga, Warner Connects
Megan Hunt – Rowe Mountain Fair Trade
Laura French – NHTM



Next Meeting
Friday, September 18
@ 8:30 a.m.
at New Hampshire
Telephone Museum

Chamber Update – Marc Violette

A sub-committee was formed to review the by-laws and dues structure. The By-Laws review is complete with very few changes. A dues proposal was made which will be discussed by the full Board at their next meeting. Some more research needs to be done regarding their 501c3 status.

Sandy suggested that a Creative Guild be formed that local artists could join and the Guild itself would pay the annual \$50 membership fee. This would enable artists to take advantage of the benefits of a KACC membership at an affordable price. **Action Item:** *This concept will be discussed at the next KACC Board Meeting and Kay will draft a letter to area artisans about this idea as well as the Holiday Shopping Tour.*

Wildcat Football – Laura French

Ginger forwarded an e-mail to Laura from Dennis Aufranc, Director of Fund Raising for Kearsarge Wildcat Football & Cheerleading, who is looking for businesses to be sponsors this season to help them raise money for new equipment and training aids. Several folks expressed an interest. **Action Item:** *Laura will forward the e-mail to the entire Retailer e-mail distribution list and retailers can decide whether or not they want to participate individually.*

NH Open Doors Nov. 7 & 8 – Sandy Bartholomew

Sandy reviewed the information concerning the NH Open Doors event that she had e-mailed after the previous meeting. Anyone interested in participating who is not a member of NH Made or any of the other qualifying organizations can join Art Spider at www.artspider.com for free which enables them to participate in this event. The more folks who participate, the more apt people are to make the trek to Warner. We may look into how the Chamber can participate as a whole at next year's event.

Kearsarge Happenings – Cheryl Blais

Laura received an e-mail update from Cheryl this morning saying that the paper was ready for final proof. She did not indicate when it would be going to print.

Committee Reports

Marketing & Advertising – Rebecca Courser, Chair

Rebecca reported that this committee had met and discussed an estimated marketing budget for participation in all retailer activities. They estimated \$1800-2000 per event plus \$100-\$250 for various other joint advertising efforts. They felt that retailers who wanted to participate fully in all activities should budget between \$800-\$1000 per year. They also worked some more on Sandy's awesome *WARNER!* design and she will try to incorporate a covered bridge and a fire tower. She added that we could use different colors depending on the season. For more information refer to their meeting minutes which Rebecca e-mailed to the entire group previously. **Action Item:** *Sandy will forward the design as it is for use in the 2-page Warner advertising spread in the November and December Issues of NH To Do Magazine to Laura who will forward it to NH To Do before their 9/15 deadline.*

Fundraising – Angela Tarleton, Chair

Angela reported that her work load at the Conservatory has increased significantly with the departure of her Irish Dance teacher so while she is willing to continue participating on this committee she would prefer not to chair it. **Action Item:** *Nina will set a date for the next meeting and they can discuss the Chair position at that time.*

Outreach – Laura French, Chair

This committee is still waiting for the final report from the KACC, however, they will work on getting a letter out to area businesses and town groups about the 2009 Holiday Shopping Tour. Other tasks they may take on is the creation of the downtown Warner brochure. Sandy expressed an interest in transferring from the Marketing Committee to the Outreach Committee. She will continue to work on the WARNER design regardless of which committee she belongs to!

Holiday Shopping Tour – December 12

We will use the same passports as last year.

Gift Basket – Lynn Madigan offered to coordinate and will ask Shirley if she would be willing to assemble the basket again this year.

WHS will host artisans again this year. Action Items: Nina will ask Mike about Brookside and Laura will ask Katharine about BookEnds.

KCPA's Nutcracker performance will kick off the season on Friday the 4th and Saturday the 5th. The gift basket will be on display and passports will be available. Angela offered to let the Retailers sell concessions or have a bake sale either Friday or Saturday to help earn money to offset advertising costs. **Action Item:** *The fundraising committee will discuss at their next meeting and let Angela know. (She needs to know within the next month as she will offer it to another non-profit group if we don't want to do it.)*

The people that own the former Perkins Hardware building have offered their backroom for \$150 if we want to use it for artisans during the Fall Foliage Festival, Holiday Shopping Tour, or other events.

The Library will do their story time at 10:30 a.m.

KCPA will present "The Gingerbread Man" at 1:00 p.m. Angela is looking into alternative locations since the elementary school now charges for use of the building. Suggestions included downstairs in the Town Hall (#1 choice) or in the Church.

Horse Drawn Hay Ride – do we want to do this again? **Action Item:** *Megan volunteered to do the research on local horse farms who might be interested in doing this.*

The question was raised about having lunch available during this event. Either the church could do something or we could emphasize the different restaurants in town in the advertising.

Sandy will be thinking about incorporating this year's "Angel" theme into the ad.

Cheryl will handle the advertising and PR (hopefully?!)

Laura reminded everyone to be thinking about what special event they want to do at their respective shops so we can get as much info out there early on as possible.

Since Santa and Mrs. Claus won't be needed during the Festival of the Trees weekend hopefully we can get them to make an appearance at our event. **Action Item:** *Laura will ask at the next KACC meeting.*

Festival of the Trees

Laura threw out the idea of all of the Retailers decorating one tree as a group this year. **Action Item:** *Laura will contact Mary Watts to find out who has reserved trees and if there are any left she will reserve one for the group.*