

Retailer's Meeting – September 25, 2009

In attendance:

Kay Steen, Wingdoodle
Megan Hunt, Rowe Mountain Fair Trade
Nina Glendinning, Therapeutique
Liz Mills, United Church of Warner
Laura French, NHTM

Next Meeting
Wednesday
September 30 @ 9:00 a.m.
at NHTM

ReCap of Previous Meeting's Action Items

Creative Guild – Kay hasn't sent the letter out to the artisans yet but said there is a lot of interest; unfortunately, no one has stepped forward to lead the group. Hopefully if a group meets a leader will "emerge".

Wildcat Football – Laura forwarded the information regarding the Wildcat Football & Cheerleading sponsorship opportunities. Each retailer will decide whether or not to participate on an individual basis.

Warner! Logo – Sandy forwarded the logo along with different seasonal ideas. Laura e-mailed it to NH To Do and they will use the fall and winter versions in the next two months of their magazine as a heading for the Warner advertising page.

Fundraising Committee – this committee needs a chair. Nina will organize the next meeting and the chair position will be determined.

Fundraising Opportunity – Angela gave the retailers an opportunity to sell refreshments during The Nutcracker. The group decided on selling at the Friday evening show and will sell a combination of homemade baked goods, snacks, soda, water and Fair Trade coffee and tea. Nina and the fundraising committee will coordinate.

Horse Drawn Hay Rides – Megan presented information she had gathered on the horse drawn rides. There is no one locally who does this. Based on her information the group narrowed it down to two possibilities:

1. Ledgewood Belgians of Epping NH will provide 2 Belgian Horses and wagon for 20-22 people for \$500 – this includes 4 hours of rides + one hour of travel time.
2. Silver Ranch in Jaffrey will provide a tractor and a wagon for 20 people for a cost of \$450 plus travel time.

Nina mentioned a gentleman in Davisville who has horses. **Action Item:** *Laura will find out the name and phone number of this person and forward it to Megan. A decision will need to be made by the group ASAP so we can make a reservation.*

Santa & Mrs. Clause – Laura asked Ginger if she and her husband are available to make an appearance during the Holiday Shopping Tour. Ginger said she would know by November 8. If her son's football team wins the state

championship then they will not be available as they will be out of town. The group discussed a back-up plan. **Action Items:** *Megan will ask someone she knows if he is interested. Laura will contact Marc Violette to see if TDS still has the Santa Suit that they owned when they were MCT.*

Festival of Trees – Laura reserved a tree for the retailer group. A theme was discussed and the following ideas were suggested: recycled stuff, photos of the shop owners and from events that we have done; make a garland that says “shop local”. Further discussion will take place at the next meeting.

Holiday Shopping Tour

The United Church of Warner will hold their 2nd Annual Christmas Bazaar & White Elephant Sale from 9am to 2pm. They may also do a luncheon from 12-2pm.

A lengthy discussion was held about how much we should charge for participation in this event. The Marketing Committee had recommended we budget \$2000 per event. Last year we charged two levels of participation - \$50 and \$100. At one point we talked about eliminating the two levels but the group decided today that it might be a good idea to keep those levels to encourage individuals (i.e. home businesses & artisans) to participate. A final decision will be made at next week’s meeting and then the outreach committee will send out the invitations to participate and Kay will notify all of the artisans on her distribution list. **Action Item:** *Laura will check the bank account to see how much money we have on hand.*

We talked about possible areas for Santa Claus to appear which included the Rowe Mountain porch, at the Town Hall with the trees or in the back room of the Rowe Mountain building. This would encourage people to get out back to where the artisans will be and the building also has bathrooms.

Lynn Madigan will coordinate the gift basket raffle again this year. ***A reminder that it needs to be pulled together in time to be on display at The Nutcracker the weekend prior.***

Advertising – Cheryl is very busy with her business this year, so the group thought it would be a good idea to spread the advertising responsibilities. We discussed having Shirley coordinate the ads, Cheryl could do the Press Releases using her extensive distribution list and the Outreach Committee will handle such things as the Town Crier and the Neighborhood news section of the Concord Monitor. **Action Item:** *Laura will talk to Shirley to see if she will coordinate the ads.*

Meeting adjourned at 10:15(ish) a.m.