

Retailer's Meeting – December 4, 2009

In attendance:

Kay Steen, Wingdoodle
Nina Glendinning, Therapeutique
Shirley Brown, Country Cobwebs
Rebecca Courser, WHS
Laura French, NHTM
Lynn Madigan, Warner Coop Preschool
Cheryl Blais, The Maples
Ginger Marsh, Sugar River Bank
Bob Lutz, Lake View Insurance Agency
Caroline Bacon, Stained Glass
Carolyn Bullock, MKIM
Nancy Ladd, PFL
Mike McChesney, Brookside/Kearsarge Market

Next Meeting
Thursday
January 7 @ 9:00 a.m.
at the
Telephone Museum

ReCap of Holiday Shopping Tour

Overall the event was deemed a success!! A total of 43 passports were collected.
Suggestions for next year:

- Make it a 2-day event.
- More music (Magdalen College is interested)
- Hold in the evening?
- Have Santa & Mrs. Claus downtown either at the Town Hall or at Sugar River Bank from 2-4 p.m. rather than up at Simonds.
- Run the Horse & Carriage rides longer – better communication that they need to stop at each passport stop. (Sugar River will sponsor again – thank you!!)
- Either advertise that there is a cost for the play or collect donations rather than charging a set admission amount.
- Have printed schedule/map available the day after Thanksgiving (or even at the FFF!)
- Purchase Christmas flags for each business
- Better communication regarding red gift packages, passport stamps, etc.
- Pay to have your business listed on the Passport as an official stop on the tour.
- Indicate designated passport stops on the map.
- Run the ads closer to the actually shopping tour. We ran them early to include the Festival of Trees Preview Party and The Nutcracker.
- Have MKIM donate the lollipops but have the culinary program make them.
- Bring the elves back!!
- Rather than tying our theme in with the FOT theme we should come up with one Holiday Shopping Tour design and stick with it each year.
- Need to figure out a way to encourage \$\$ participation from everyone who wishes to be a part of the Holiday Shopping Tour. This will help offset the cost to everyone.

Important 2010 Dates:

Thursday, January 7

Planning Meeting for Valentine's event
9:00 a.m. at the Telephone Museum

Friday, January 15

Deadline for ads and articles for February edition of Kearsarge Happenings (due out on 2/5/10)

Tuesday, January 26

Annual Kearsarge Area Chamber of Commerce Meeting
6:00 p.m. at Brookside, 51 East Main Street

Saturday, February 13

Valentine Scavenger Hunt
Downtown!

Other Business

Kearsarge Area Chamber of Commerce has openings for one Board Member and a Treasurer. Contact Marc Violette at TDS Telecom if interested.

3-50 Program – This program promotes shopping locally and is something we should share with Warner residents. We have put an article in the paper and have information about it at our Retailer Tree in the Town Hall. For more information visit their website at www.the350project.net

NH 365 – We need to get registered with this so that our events will reach a wider audience.

Cheryl knows a college person who is home for 4 weeks and is looking for odd jobs such as shoveling, babysitting, etc. Contact Cheryl if you are interested.

Valentine Scavenger Hunt

The group agreed that we want to do another scavenger hunt around the “Discover the Heart of Warner” theme.

The church will be holding a supper that evening from 5-6:30.

We should contact the horse & carriage folks again. Sugar River Bank will sponsor.

Do we want artisans?

Advertising – keep it simple and advertise locally (including the Intertown Record)

Action Item: *Bring scavenger hunt ideas to the next meeting!*

Holiday Basket Tour Winner – Betsey MacNaughten, Deering NH

Rebecca will contact the winner and arrange to get the basket to her.