

## Warner Retailers

Meeting Minutes – January 9, 2009

### Present:

Nina Glendinning, Thereapeutique  
Laura French, New Hampshire Telephone Museum  
Shirley Brown, Country Cobwebs  
Kay Steen, Wingdoodle  
Rebecca Courser, Warner Historical Society  
Cheryl Blais, The Maples  
Sandy Bartholemew, BEEZ Ink.  
Mike McChesney, Brookside  
Marc Violette, WBA/TDS Telecom  
Angela Tarleton, KCPA  
Faith Minton, Warner Connects

**Next Meeting**  
**Friday, January 16, 2009**  
**8:30 a.m. at**  
**White Mountain**  
**Gourmet Coffee Café**

### Recap of Holiday Season

- ☉ The group agreed that the holiday shopping weekend went as well as it could considering the lack of cooperation by the weather. We will do things the same next year, including the horse-drawn sleigh rides.
- ☉ The group agreed that we need to do more marketing of the Preview Party and Sunday activities. It was suggested that the Preview Party, tree lighting, college choir and Santa all be held on the same day rather than trying to do it over two days.
- ☉ Another suggestion was to have the Preview Party one weekend – the Shopping Tour the next and hold a bunch of activities the week in between and market everything as one big week-long event.
- ☉ Possibly the library or church could host a kids party the same night/time as the Preview Party to encourage more adults to attend the party.

### WBA Annual Meeting

The Annual Meeting will be held Wednesday, January 28 at 5:30 p.m. at Sugar River Bank. Ginger is sending out invitations and they will host a speaker to talk about a new program they are offering.

Marc reported that he is making progress on changing the WBA to a Chamber of Commerce. Cheryl offered to help him with this process.

### Valentine Weekend

We talked a lot about advertising for this event. We need to set a budget in order to figure out what to charge everyone to participate. An ad is currently running in the “New Hampshire to Go” Magazine. We need to decide where else to advertise. Cheryl shared pricing information with the group.

We need to create the scavenger hunt. Sandy, Nina and Laura will meet at 10 am on Saturday at the museum to discuss.

KCPA will be offering a free Children’s Theater production at the Town Hall at 1 pm and will offer a ballroom dance workshop immediately after. **Action Item: Angela will reserve the town hall for the day.**

Warner Parks & Rec will be holding a Valentine’s Dance at the Town Hall that evening. This will be preceded by dance workshops and demos. The town hall has been reserved for this evening event.

### **Action Items:**

- ♥ The newly formed Marketing Sub-Committee, consisting of Cheryl Blais, Chair ☺, Mike McChesney, Sandy Bartholomew and Shirley Brown, will put together a marketing plan for this event and will also let us know by the next meeting how much we should charge for participation and what the deadline is to participate.
- ♥ Once we have the above information Laura will send out a mailing to find out who is interested as well as letting everyone know the dates of this year's events.
- ♥ The Scavenger Hunt sub-committee will put together a plan and report back to the group at the next meeting.
- ♥ We need to determine how chocolate will fit in with this event.
- ♥ We need to finalize everything so that the ads/posters can be created.

### **Other Business**

Kay and Faith reported that the Community Bulletin Board will be ready by May. It is a 3-sided triangular kiosk made possible by Warner Connects, Festival Monday, and Volunteers.

The Marketing Sub-Committee has agreed to work on an overall marketing plan including creation and distribution of a flier, post cards, and website. The group agreed that it is important to create an image that will advertise the whole town (artisans, retailers, museums, etc.) rather than focusing on trying to create ads that include each participating entity. One suggestion was to use the Ken Fiery image that we used on the sandwich boards at Aubuchon and McDonald's. Another suggestion was to use an image that included Kearsarge Mtn., a covered bridge, the Warner River and the main street "skyline". We also would like to come up with a slogan. "There's something wonderful in Warner" belongs to Main Street Inc.

We still need to form a fundraising subcommittee so that we can explore ways to fund all the great ideas that are being generated by this group!!

### **Outstanding Issues**

Signs – Men's Club, Land-Owners, Citgo  
Retailers Flyer/Post Card  
Sub-Committees – Advertising, Fundraising  
NHPR advertising opportunity (Megan)  
Website – Add calendar of events