

## Retailer's Meeting – October 15, 2009

### In attendance:

Kay Steen, Wingdoodle  
Angela Tarleton, KCPA  
Nina Glendinning, Therapeutique  
Lynn Madigan, Warner Preschool  
Shirley Brown, Country Cobwebs  
Rebecca Courser, WHS  
Faith Minton, Warner Connects  
Laura French, NHTM

**Next Meeting**  
**Thursday**  
**October 29 @ 9:00 a.m.**  
**at NHTM**

### ReCap of Previous Meeting's Action Items

**Horse & Carriage Rides** – Megan contacted West Meadow Farm in Bradford and they are interested in offering Horse & Carriage rides. They have a carriage that will hold 8 adults. Laura sent out the ballot and the results were 8 votes for West Meadow Farm and 1 vote to not offer rides due to budget constraints. The group felt that it would be a nice addition to the day and we could suggest that people make donations to help offset the cost. Lynn tried to contact White Mountain Gourmet Coffee about possibly being a sponsor (like they were last year) but hasn't heard back. **Action Item: Laura will e-mail Megan and ask her to reserve West Meadow.**

**PR** – Laura e-mailed Cheryl to see if she will still be able to send out press releases to her vast list of contacts but hasn't received a response yet. Shirley has compiled a list of local PR contacts.

### Holiday Shopping Tour

Laura "unveiled" the angel design that Sandy created and everyone loved it! The deadline for the NH To Do ad is today, so Laura will use the angel in a general ad and get it to them.

The group agreed that a Coloring Contest would be fun. We could make black and white copies of Sandy's angel for kids to color and include a spot for them to write their name, phone number and age. We could begin handing them out at The Nutcracker and also have them available in shops for kids to pick up. They could be returned at any shop and Angela offered to do the judging. It was suggested that we give everyone a little token for participating and then give 1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup> place awards in different age categories. **This will be discussed and finalized at the next meeting.**

**Advertising** – Angela asked that the Nutcracker dates be included in all ads as it is the kick-off to the event.

Shirley put together an advertising plan for the event which includes:

Andover Beacon – 1/8 Page	\$ 44.00
Villager – ½ Page	\$195.00
Grapevines (3 towns) – Full Page	\$300.00
Kearsarge Shopper – Full Page	\$323.25
Smart Advertiser – Full Page	\$270.00
Concord Monitor – 3x7 (5.5"x7")	\$351.75
Messenger Holiday Guide	\$175.00
	\$1659.00

Including the cost of the Horse & Carriage we are looking at approximately \$2000 for this event.

### **Action Items:**

- Laura will send out the letter asking for participants this week. She will include the advertising schedule so people will see what they are getting for their money. At the next meeting we will divide the list up and follow-up with folks either via phone or face-to-face. **The firm deadline for being included in the advertising is October 31.** If people indicate their interest in participating after that date they are welcome to participate, but their individual company names will not appear in the ads.
- Angela will write a press release by 11/1 and will contact Fred Moe @ The InterTown Record. This will also get sent to the folks on Shirley's distribution list.
- Shirley will e-mail the list of ads, sizes and deadlines to Sandy. Once we have the complete list of participants (by October 31) that list will be e-mailed to Sandy for inclusion in the ads. Most advertising deadlines are November 10-12 so this should be plenty of time for Sandy to fit all the names in.
- Lynn and Faith will begin follow-up phone calls for basket items beginning November 1.

### **Other Business**

**Festival of Trees** – Further discussion took place regarding the Retailers Tree. Suggestions included cutting out the angel design and gluing it to cardboard, decorating them with glitter and perhaps including each retailer's name on their own ornament. They could be cut in the shape of bells or balls. Another suggestion was to make a paper mache angel head for the top of the tree and to make the entire tree an angel. We will finalize the plan at the next meeting at which time we will set the date/time for drinking wine and preparing the ornaments.

**Fall Foliage Festival** – The Festival Board has expressed concerns that the Retailers were taking advantage of the Festival. After much discussion the group thought it would be a good idea to meet with them to discuss how we can work together “for the good of the cause”. ***Action Item: Laura will send an e-mail inviting the Board to attend our next meeting. If no one is able to attend we will suggest being added to the agenda for their next meeting and a group of us can attend their meeting.***

**Marketing** – Sandy talked with Kevin Faria of Split Rock Marketing who is interested in helping us market the new “WARNER!” logo. We’ll talk more at the next meeting.

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