

Farmington Downtown Association  
08 February 2023  
Parking Lot Meeting called to order at 8:00AM by President Haggan

Members in Attendance: Patty Haggan, American Forest Management; Byron Staples, Foothills Management; Tammy Paradis, Wicked Good Candy; Bernice Cote & Katie Deming, Franklin Savings Bank

**1. December Meeting Minutes**

- a. Accepted as written

**2. Treasurer's Report**

- a. Current Balance of \$4,661.10. All 2022 Holiday spending has been processed. \$1,000 Reny's Foundation deposit was received.
- b. Summer Fest donations are starting to flow into the Summer Fest account
- c. Bernice will transition treasurer duties over to Katie Deming of FSB. We look forward to Katie joining our efforts.

**3. Digital Marketing Updates**

- a. The Facebook page has cleared over 4,200 followers. We will be relaxing the posting habits back to normal and will promote business events and sales

**REMINDER: To change your profile info on the FDA website on your own. Contact Kait at: [kaitlinefrost@gmail.com](mailto:kaitlinefrost@gmail.com) for help or log-in trouble OR Updated Membership Spotlight Information**

**4. FDA Organization Responses**

- After collecting responses from FDA members, the feedback was generally positive around the accomplishment of the organization and support efforts
- The most common response to lack of participation was around personal scheduling and commitments
- There was great support for decorating efforts and the appreciation of receiving information and meeting minutes, which allowed them to be included even if they couldn't make meetings in person
- Going forward we will schedule Quarterly Business Afterhours meetings and any events will be managed by the event planner and not the group as a whole.
- The first planning event will be for Spring/Summer decorations. Reach out to Patty if you'd like to be involved with design and/or selection

**5. 2023 Brainstorming around fundraising efforts has begun**

- a. A 2023 plan will be created and presented to the Town of Farmington Selectboard with a requested amount associated with the items such as light pole flowers, summer port-a-potties, and Winter decorations.

- b. Ideas around an Inflatable Fun Run in October is still in the research and development phase. Feel free to YouTube “a run wearing inflatable costumes”. Be prepared to laugh!
- c. Reach out to Patty for this event. Ideas for Route planning, T-shirt sponsorships, registrations and promotion ideas are all welcomed

**\*\*\*\* NEXT MEETING DATE: Will be March 23<sup>rd</sup> at 6:00PM Stay tuned for location**

**Please submit any feedback directly to Patty regarding any minute’s information or clarifications**