

Farmington Downtown Association
9 March 2022
Meeting called to order at 5:30pm by President Haggan

Members in Attendance: Patty Haggan, American Forest Management; Susun Therese and Andy, Minikins; Bernice Cote, Franklin Savings Bank; Cheri Tompkins, Pins & Needles; Diane Ellis and Andrea Dunn, Mix-Up Kitchen; Tammy Paradis, Wicked Good Candy; Jennifer Bjorn, Kyes Insurance; Ernie Scholl, Everyday Music; Byron Staples, Foothills Management; Jessica Casey, Farmington Public Library; Phil Hutchins, Town of Farmington Public Works; Paul Mills, Mills & Mills; Janice and Dan Maxham, Farmington Historical Society; Tiane Donahue and Duggan Hill, City Lights North; Sharon Gilsleider and Steve Lavoie, Community Concepts

1. February Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. Patty and Bernice are working on reconciliation of the WAVE payment system and the Google Membership Sheet for 2022. Outstanding invoices will be hand delivered or mailed via USPS in March.
- b. Contact Bernice or Patty if you have not received your Membership invoice. If you have, please remember to pay it via check or thru the WAVE software electronically.

3. Digital Marketing Updates

- a. Business Spotlights continue as scheduled. Kirk Doyle With Edward Jones is currently running. You may submit any materials to Kait directly and she will reach out to you for additional information needed.
- b. Facebook page likes are up by 28 this month and we have crossed over 3,800 followers. There were over 43 posts in the past month which reached more than 9,155 people with over 1,800 interactions. A big month with our top post about the Farmington Down East Magazine article, #2 being the rental of the Octagon House, and #3 Twice Sold Tales new window installation

REMINDER: To change your profile info on the FDA website on your own. Contact Kait at: kaitlinefrost@gmail.com for help or log-in trouble

4. FDA Happenings

- a. **2022 Earth Day Clean Up** – Friday April 22, 2022 - Assemble your teams or go it solo
 - 1:00-3:00pm gather on the Piece House lawn for clean-up area assignments
 - Prize Categories: Youngest, Oldest, Happiest, Most Adventurous, Oddest litter
- b. **Map & Brochure Project**
 - Contact Patty if you'd like to help in updating the Downtown Map

c. **Summer Fest – July 23, 2022**

- Contact Susun Terese to get involved with Summer Fest Planning:
susun@minikins.org
- Financial discussion took place around the donation from the FDA to Summer Fest and/or to the Fireworks. No determination was made. Discussion to be continued at the April meeting. Typically the FDA contributes \$1,000 to Summer Fest. Should those funds be split between the Fest and Fireworks? Should they each get \$1,000? Should they get no contribution as each is doing their own fund raising? What other financial priorities need to be covered in 2022 – Flowerpots, wreathes etc. These questions will all be brought up in April.
- Summer Fest Line-up in the works: “Elvis”, Talent show, Auction in the Park, musical talent all day, vendors, Fireworks

5. **Community Concepts Presentation – Business Resources**

- a. Sharon Gilsleider, Business Advisor from Community Concepts described several **No Cost Services** that are available to business and individuals statewide with a concentration in Franklin, Oxford, and Androscoggin counties
- Business Start-up
 - Bookkeeping and organizational resources
 - Marketing, Social Media platforms, Face Book, Instagram, Tik-Tok, WhatsApp, QR Coding
 - POS and Credit Card purchasing systems
 - Debt consolidation and management and restructuring
 - Contact Sharon at: 207-357-4903 or sgilsleider@community-concepts.org

Community Concepts is celebrating their 20th anniversary this year and would like to remind people of their Family Division. They can assist with:

Housing, Energy needs, winterization, 1st time home buyers, childcare, head start program, transportation, workforce development

6. **NEXT MEETING DATE: April 13th at 8:00AM at the Narrow Gauge Cinemas**

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