

Farmington Downtown Association
23 March 2023
Meeting called to order at 6:00PM by President Haggan

Members in Attendance: Patty Haggan, American Forest Management; Katie Deming, Franklin Savings Bank, Andrea Dunn, Mixed-Up Kitchen; Jess Casey, Farmington Public Library; Amber Stone, Twice Sold Tales; Ben Hanstein, Twice Sold Tales; Susun Terese, Minikins; Paul Mills, Mills & Mills

1. February Meeting Minutes

- a. Accepted as written

2. 2023 Officer Nominations and Elections

The following nominations were offered and excepted unanimously:

President: Patty Haggan

Vice President: Paul Mills

Secretary: Amber Stone

Treasurer: Katie Deming accepted with the transition plan from Bernice Cote to Katie

3. Treasurer's Report

- a. Current Balance of \$4,576.00.
- b. Summer Fest donations are flowing in, but at a smaller pace
- c. It was voted on to ask John Moore to see what his July 4th fireworks plan was 2023 and to support his fund raising efforts by closing down our FDA fireworks account and donating the balance to his efforts

4. Digital Marketing Updates

- a. The Facebook page has cleared over 4,300 followers. We have a steady reach of 3,800 people. The Fire & Ice festival was the top post of March
- b. Patty and Amber had a mini training on the current website maintenance. Patty has taken active approach to updating existing content. Once there is clean spring streets and vibrant colors, pictures will be replaced with updated store fronts and landmarks
- c. Amber will seek quotes for new FDA logo creation as well as content overhaul work

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

5. Summer Fest

- July 22nd
- Children's Parade Theme: Superheroes
- 3 different music locations
- Legion Chicken BBQ
- Other Foodie options
- Looking for a photographer

- Misting cooling tent
- Street vendors

6. Earth Day Activities – 10th Anniversary

- Saturday April 22nd 1:00pm-3:00pm Piece House lawn starting location
- Gloves and bags provided
- BABY GOATS are back!
- Patty to contact Irving Forest Products for seedlings to give to participating kids
- Patty to talk with Bill Haslam, town Conservation Committee chair to see if they to create an exhibit
- Contact Jess Casey at the Farmington Public Library for additional info: director@farmingtonlibrarymaine.org Digital flyer will be sent around soon

7. Downtown Aesthetics

- Farmington Department of Public Works has included \$3,000 in their operating budget for Downtown Aesthetics. This amount is pending the Annual Meeting vote on Monday March 27th
- The FDA is in support of an estimated Robin's Flower Pot quote of \$335 for petunias to be planted and hung in our traditional pots that hang from the Main and Broadway light posts. The Association will arrange for labor to plant the pots, and it may be incorporated with Earth Day. See below for Earth Day activities
- The FDA is also in support of presenting to the Selectboard a proposal for a handicap accessible portable toilet for the months of June Thru October to be located in the back municipal parking lot. The estimated cost for the portable toilet is: \$1,125 to include cleaning services from Orr's Septic Service
- There is a possibility to use funds for holiday decorations as well
- The Public Works budget may also have funding in it that would support faster snow removal in the Downtown by way of additional staffing that could have a primary focus on the Downtown

8. Bus Tour Update

- Globus Tours has reached out for ideas on extending their visit times to up to 3 hours in Farmington
- Patty exchanged emails with the Farmington Historical Society to the possibility of offering tours to their properties within the Downtown as well as with the Public Library in exchange for donations to be collected by their organizations.
- This offers passengers additional opportunities to shopping
- We are awaiting the finalized tour itineraries for further planning
- The meeting attendees also talked about coming up with some shipping ideas to accommodate the passengers shopping needs

9. 2023 Brainstorming around fundraising efforts has begun

- a. Please bring any fundraising idea to Patty's attention, all thoughts are welcome!
- b. Still looking at a Fun Run of some sort, or maybe a Chili-Chowder competition

This meeting was incredibly productive and I thank all of those who participated and to Amber and Ben for offering up their shop for meeting space.

****** NEXT MEETING DATE: Will be June 15th at 6:00PM Twice Sold Tales Book Store**

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