

Farmington Downtown Association
13 April 2022
Meeting called to order at 8:00am by President Haggan

Members in Attendance: Patty Haggan, American Forest Management; Susun Therese, Minikins; Bernice Cote, Franklin Savings Bank; Diane Ellis and Andrea Dunn, Mix-Up Kitchen; John Moore, Narrow Gauge Cinemas; Byron Staples and Kat, Foothills Management; Janice Maxham, Farmington Historical Society; Ann Yorks, Maine Investment Annuities

1. March Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. Patty and Bernice have reconciled the WAVE membership payment system and identified 56 active memberships with a total estimated annual revenue of \$4,105

3. Digital Marketing Updates

- a. Business Spotlights continue as scheduled. Franklin County Economic and Community Development is currently running. It is the last of our 1st rotation. We can start at the beginning of the list again. 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 32 this month with a total of 3,851 followers. There were over 50 posts in the past month which reached more than 2,178 people with over 355 interactions.

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**
 - Patty has submitted the map changes to Signworks and is waiting on a response with a price quote
- c. **Summer Fest – July 23, 2022**
 - Contact Susun Terese to get involved with Summer Fest Planning: susun@minikins.org
 - It was discussed and agreed by all in attendance that no FDA donation would be given to either the Summer Fest fund or the Fireworks fund from the general account. It was generally felt that each account had starter funds and that both are run on collected donations.
 - The Summer Fest Auction planning is underway. This is the largest FDA fundraising event this year. Adrian and Jeff Harris will be donating their auctioneering skills to a 9:00am Meetinghouse Park auction. A donation flyer is attached with accepted

donations. Contact Diane at Mix Up with any questions. This is going to be loads of fun and a great addition to the Summer Fest line up

5. UMF Graduation – May 7th

- a. Sgt. Wayne Drake of the UMF Police Dept. and owner of the Better Living Center addressed explained the logistics of the UMF graduation this year
- Date and Time: May 7th at 10:30am with a rain delay of 2:30pm if needed
 - Location: Narrow Gauge Drive-In
 - All restaurants need to be prepared with longer hours, enough labor and enough product for a HUGE volume of lunch goes around 12:30pm
 - Due to the location of the event, spectators and students will be in the Downtown area for an extended period of time.
 - This is chance for the Downtown to promote itself and be accommodating to friends, family and future students
 - **RESTAURANT OWNERS PLEASE PROVIDE YOUR HOURS TO ME** and if reservations will be required so they can be included in a Downtown restaurant flyer that will be emailed to the graduating students

6. Additional funds appropriation

- No funds for flowerpots or wreathes will be allocated this. It was decided that a better use of our funds would be to purchase banners that had a significant life expectancy instead of a one-time use. Estimated \$2,000. Businesses may have an opportunity to sponsor a banner that is in front of their space.
- The \$1,000 that was used on the holiday radio promotion in 2021 will be used to increase Social Media advertising for the holiday season. An allotment will be decided upon as we get closer to the holiday season, but an estimated amount of \$500 was discussed
- We also have an estimated \$1,000 ear marked for our digital marketing consultant as a remainder of the TIFF funds received in 2021
- A 2021 expense breakdown is attached for comparison

7. Farmington Town Meeting – May 9th

- Date and Time: Monday May 9th 7:00pm
- Mt Blue High School Gymnasium
- This is the ONLY opportunity you will have to vote on the town of Farmington budget.
- Only registered Farmington voters will be allowed to cast a vote, however this meeting is open to the public
- **This will be the most important Budget vote**

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

**WE'RE PLANNING AN OLD FASHIONED
LIVE COUNTRY AUCTION!**

JULY 23RD 2022

PREVIEW AT 8:00AM

START TIME 9:00AM

MEETINGHOUSE PARK

FARMINGTON, MAINE

Everyone loves a summer auction! We're planning a live auction during SummerFest to help raise money for the Farmington Downtown Association, but we need your help! Starting right now, Mixed Up will be collecting donated items to be auctioned off. Spring cleaning is here, so help make this a fun and successful event by donating items you no longer want. We accept new, used or antique items, even gift certificates from your business. If you need us to pick up, please contact Diane or Andrea at the store (778-4616) and we will make arrangements. Smaller items or box lots can be dropped off at Mixed Up during business hours. Let's all work to make this a big success!

Drop off your items or make arrangements for pick up by Saturday July 18th

Please:

No plastic containers

No bedding, sheets, or clothes

No broken items that do not work

No stuffed furniture

Expenses for 2021

Aptuitiv- \$568.00- website

Northern Lights- \$1,472.50 Banners

Acadia Insurance-\$300.00

Robin's Flower Pot \$1,466.03

Summer Fest- \$2000.00- \$1000.00 to Susun & \$1000.00 to Cheri for fireworks

Holiday- WKTJ-\$1,000.00 advertisement

Wreaths \$550.00

Lights- \$671.41

Kenric Charles -\$400.00

Misc- State of Me annual filing-\$35.00

Box rent \$100.00

Sun Journal-\$72.16

Total- \$8,635.10

Total Dues for 2021-\$4,563.85

Dues collected for 2022-\$3,768.55