

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

Members in Attendance: Patty Haggan, American Forest Management; Susun Therese, Minikins; Diane Ellis and Andrea Dunn, Mix-Up Kitchen; Wayne Drake, BLC; Chris Kinney, Gifford's

1. April Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. No change in the main operating account or the Fireworks account. Summer Fest has a healthy balance as donations continue to come in

3. Digital Marketing Updates

- a. Business Spotlights continue as scheduled and will run alphabetically through the year and re-evaluate for retailers at the holiday season. You may submit any materials to Kait directly and she will reach out to you for additional information needed.
- b. Facebook page gained another 20 new likes, as we continue to inch toward 3,900 followers. We reached more than 3,000 people with over 784 interactions.
 - 1st place posting was The Orange Cate Café promoting Coleman Martin live music
 - 2nd place posting was Wicked Good Candy with their new items

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. **Town of Farmington Conservation Committee** – Looking for Businesses to sponsor annual or perennial plantings this season in a couple of the open granite "Turn Out" spots where previous trees have been removed due to plow or driver damage or death. Saturday morning June 4th is the planting day, a commitment to water the planted area if it's in front of your business would also be welcomed and appreciated.
- 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
 - The Summer Fest brochure is under development
 - The Summer Fest Auction planning and item collection has begun. 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. 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. **BE SURE TO ADD YOUR OWN DONATIONS OF MERCHANDISE OR GIFT CERTIFICATES to the list of items!**

5. UMF Graduation – May 7th

- a. Wayne Drake is collecting any recommendations or improvements for future UMF graduation events.
- It was recommended that the Narrow Gauge Cinema parking lot could be better utilized for morning vendors with coffee and breakfast items.
 - Better parking options and the communication of those would also be on the improvement list

6. Main & Broadway Banners

- A few banner recommendations were offered and considered
- Susun also offered a couple of original designs.
- The consensus of the recommendations returned and the group attending the meeting were to select a design that could be used at least 3 seasons and incorporate a feeling of cheerfulness and represent our town
- The gazebo has been incorporated into one of Susun's original designs and follows similar logo recognition like Summer Fest and other materials that represent Farmington. A preview of the design is attached.

- 7. NEXT MEETING DATE: Quarterly Evening Meeting June 8th at 5:30PM at City Lights North (above the old movie theater)**

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

