

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

Members in Attendance: Patty Haggan, American Forest Management; Diane Ellis & Andrea Dunn, Mixed-Up Kitchen; Cheri Tompkins, Pine & Needles; Eric Tompkins, Aptuitiv; Selectman Josh and Alicia Bell, Northern Lights

1. March Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. Current Balance of \$3,267.00
- b. Fireworks account was closed out and the balance was applied toward the July 3rd show

3. Digital Marketing Updates

- a. The Facebook page has 4,349 followers. We have a steady reach of 3,800 people. The average has slowed a bit to 2,000 reached. The SummerFest Save The Date post was the top post of the spring
- b. Amber has received permission from Sam Monahan at Signworks to make changes to the current FDA logo artwork. She was unable to make the meeting, but a sample of a proposed update is at the end of the Minutes. There was discussion around using the word Downtown and the word Association within the logo. The sample shows an uncropped version of the existing artwork which allows for a larger space to encompass any words. Please provide feedback to Amber or Patty regarding the look and feel or something else to improve.

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

4. Summer Fest

- July 22nd
- Children's Parade Theme: Superheroes
- Legion Chicken BBQ
- Misting cooling tent
- Street vendors
- Petting Zoo
- Explore a firetruck
- CHECK IN WITH SUSAN if you'd like to help. Set-up and Tear-down volunteers are needed

5. Downtown Aesthetics

- The petunia flowerpots that were planted on Earth Day have been hung and the Main and Broadway flag banners are also up. A special thanks to Josh Bell and Byron Staples for making a donation to the Town in order to add to the Banner collection and for providing the additional pole hanging hardware.
- Phil Hutchins was sent a reminder to have Orr Septic set the portable toilet. We should see that soon.

6. Bus Tour Reminder

- **STARR Tours will be here on Monday June 19th with an ETA of 12:30PM**, with an estimated 2 hour stay for lunch and shopping. Monday tends to be a tough lunch spot with a few restaurants closed, for those of you who are open, please be prepared

7. Website Proposal

- a. Eric Tompkins presented a Website Refresh proposal, I've attached the proposal for review to the email
- b. There was lots of discussion around what is needed and what we want
- c. There are several price points for different tiers of work
- d. The group was reminded that it's not just the amount of work that Aptuitiv would need to do, but also the amount of work in providing content upgrades that the FDA members would be responsible for
- e. It was determined that it wasn't wise financially to just put a fresh coat of paint on as a band-aid. The functionality would still be the same and no gain to the organization
- f. BranchCMS (the platform that the website is built on) is undergoing some upgrades of its own. The FDA may be able to take advantage of the new updates coming to that platform.
- g. Other members are continuing to research and investigate the best options for the organization now and into the future

8. 2023 Brainstorming around fundraising efforts has begun

- a. Patty has reached out to the United Way to research the logistics of putting on a Fall fun run well
- b. Other brainstorming fundraisers are: shopping bag sale, Farmington Fur Babies photo contest, Chili/Chowder cook-off,
- c. Please share other fundraising ideas or concepts with Patty. No silly ideas will be refused!

I want to thank all of those who participated and to Eric for offering up his office as meeting space.

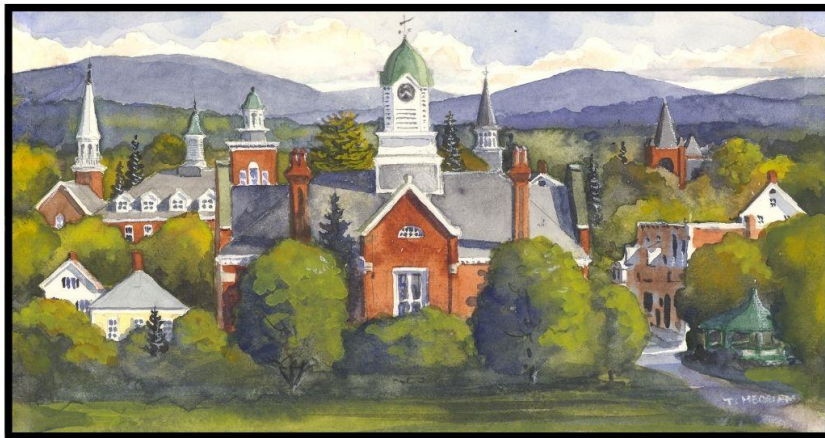
****** NEXT MEETING DATE: Will be within the week of September 11th at 6:00PM**

Meeting location: TBD

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

Logo Proposal: Please provide feedback directly to Patty or Amber

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