

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

Members in Attendance: Patty Haggan, American Forest Management; Susun Terese, Minikins; Diane Ellis and Andrea Dunn, Mix-Up Kitchen; Cheri Tompkins, Pins & Needles; Drew Goodrich, American Legion; John Moore, Narrow Gauge Cinemas; Courtney Austin and Bernice Cote, Franklin Savings Bank; Byron Staples, Foothills Management; Tiane Donahue, City Lights North

1. July Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. No change in the main operating account. The Fireworks account is waiting for the invoice. Summer Fest still has invoices to pay but will end with a healthy balance to start next year with. Summer Fest did subsidize the Fireworks \$1,500.00

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 11 new likes, as we continue to inch toward 3,900 followers. We reached more than 2,030 people with over 866 interactions.
 - 1st place posting was Divine Footwear Summer Sale
 - 2nd place posting was Vera's store moving
 - 3rd place posting was the Farmington Amazing Race

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. Summer Fest – Wrap Up

- The park stayed very busy with children's activities most of the day
- There was a fair turnout; but did seem light compared to other years. The heat was definitely a factor
- Vendors were at capacity
- People were also looking for more music locations
- Auction turnout was disappointing. Many people came to the park, but didn't necessarily continue to the Drive-In. Auction helpers had to be paid as there was a general lack of support. A huge amount of effort was made by Diane and Andrea of Mixed-up as well as John Moore from Narrow Gauge. A huge thank you to everyone who made this event happen. A deposit was made for \$1,282.50. Next year other

alternatives to the process may be looked at. Perhaps a yard sale or other sale that that doesn't require as much labor.

- Central Maine Pyrotechnics had a good fireworks show. Attendance was soft. It was discussed that fireworks will be moved back to the 4th of July Holiday and may not be associated with the FDA. The Girls Soccer team did a nice job cleaning up Prescott field, UMF was pleased.

b. Map & Brochure Project

- The Downtown Map and QR coding was discussed. We will ask Sam at Signworks what we may be able to license the Map for. This would make changes much easier to do and stay up to date.
- Patty has submitted the map changes to Signworks and is waiting on a response with a price quote. No Response

C. UMF Welcome Back event – Cancelled.

- UMF was unable to commit support staff to this event this year. The FDA decided that their financial contribution could be better used to promote the Downtown during the Holidays.

5. Main & Broadway Banners and Holiday Decor

- An option to look at holiday banners was discussed. Use a generic off the shelf item
- A couple of vendors have been asked for wreath quotes. Anyone who knows a local wreath maker is welcome to pass along what we are looking for and may submit a quote: 22 Wreaths, 30"-36", double sided with a bow on each side
- John noted that the large lighted snowflake may also look good on our poles

6. Fall Bus Tour Schedule

- The preliminary Fall Bus schedule can be found at the end of the minutes
- Estimated 25-30 busses this fall
- Start September 22nd End October 12th. Note the days marked in Blue = 2 Busses that day
- Contact Patty with items for the Goodie Bags. One per bag for a total of 30 needed
- Contact Patty with days you'd like to be a greeter. Patty will not be available Sept 29-30th so coverage is especially needed for that week.

7. NEXT MEETING DATE: Quarterly Evening Meeting September 14th at 5:30PM at City Lights North (above the old movie theater)

- **Holiday Planning (Bring your ideas and events)**
- **Holiday Decorations**
- **Holiday Advertising plan**
- **2023 Goals**

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

Tour Bus Company	Company ID	Tour ID	Arrival Time	Day	Date
Globus Tours	AB	919	11:20am	Thur	09/22/22
Globus Tours	AB	920	11:20am	Fri	09/23/22
Globus Tours	AB	921	11:20am	Sat	09/24/22
Cosmo Tours	8100	922	12:30pm	Sun	09/25/22
Globus Tours	AB	923	11:20am	Mon	09/26/22
Globus Tours	AB	925	11:20am	Wed	09/28/22
Globus Tours	AB	927	11:20am	Fri	09/30/22
Globus Tours	AB	928	11:20am	Sat	10/01/22
Cosmo Tours	8100	928	12:30pm	Sat	10/01/22
Globus Tours	AB	929	11:20am	Sun	10/02/22
Globus Tours	AB	930	11:20am	Mon	10/03/22
Cosmo Tours	8100	929	12:30pm	Mon	10/03/22
Globus Tours	AB	1001	11:20am	Tues	10/04/22
Globus Tours	AB	1002	11:20am	Wed	10/05/22
Globus Tours	AB	1003	11:20am	Thur	10/06/22
Globus Tours	AB	1004	11:20am	Fri	10/07/22
Cosmo Tours	8100	1005	12:30pm	Sat	10/08/22
Globus Tours	AB	1006	11:20am	Sun	10/09/22
Cosmo Tours	8100	1007	12:30pm	Mon	10/10/22
Globus Tours	AB	1008	11:20am	Tues	10/11/22
Globus Tours	AB	1009	11:20am	Wed	10/12/22
Globus Tours	AB	1010	11:20am	Thur	10/13/22