

Farmington Downtown Association
13 September 2023
Meeting called to order at 8:00AM by President Haggan

Members in Attendance: Patty Haggan, AFM; Amber Stone, Twice Sold Tales; Katie Deming and Courtney Austin, Franklin Savings Bank; Susun Terese, Minikins; Janice Maxham, FHS; Dale Bryant, Farmington Village Corp

1. August Meeting Minutes

- a. No comments or changes made

2. Treasurer's Report

- a. Current Balance of \$3,075.00
- b. It was decided not to change the membership fees for 2024 with the anticipation of increased membership from the mailer.

3. Digital Marketing Updates

- a. Amber Stone and Kait Frost to have a discussion within the next few weeks to talk about Face Book content posts and strategies for the holiday season. A Holiday advertising budget will be set at the October meeting.

4. Website Build

- a. Kenny has made substantial progress on setting up the "skeleton" of the website
- b. A new email address has been set up in Gmail to accommodate and monitor email traffic: farmingtondowntownme@gmail.com
- c. Courtney has begun the individual business content photos, if you don't see her in the next few eeks, reach out!
- d. It is your responsibility to get your "Business Bio" put together. We will put a deadline on that sometime in October. Do not procrastinate, or you may miss out being on the website. Refer to an email request that Patty forwarded on August 29th
- e. The build timeline is to be completed by the holiday season to promote both the new site and holiday events.

5. Downtown Hallo-Weekend Oct 27th-29th

- a. The Rotary has confirmed Friday Oct 27th window painting
- b. October 28th 2pm-5pm afternoon is the Business Trick or Treat organized by Mary Jane's Slice of Heaven. Let them know if you're participating. Approx 300 kids participated last year.
- c. FDA Fund Raiser - October 28th Costume Fun Run 5:30pm – \$5 cash registration, \$20 family cap. South on High St. west on Academy St., North on Main St to finish at Meeting House Park.
- d. Patty has reached out to Narrow Gauge Cinema to see if a Halloween family matinee is possible on Sunday Oct 29th to wrap up the weekend.

6. Membership Drive

- a. Membership drive documents are created, the logo stickers are here. The mailer will go out on Friday, Sept 29th

7. Downtown Parking – Selectboard Meeting Recap

- a. Dean Olmsted of Reny' addressed the Farmington Selectboard on Tuesday Sept 12th.
- b. Points were made on how the Downtown parking situation affects both employees and customers; noting employee mobility issues, employee to parking spot ratios, and the time length in certain parking areas
- c. Parking has been a chronic problem over the years
- d. The Selectboard will forward the concerns to the Parking Committee and schedule a committee meeting. Meeting time and location will be forwarded as soon as it's known,

8. Tour Bus Schedule: See Attached Schedule

- a. It's a reduced tour bus schedule due to the lack of overnight accommodation in the North Conway, NH area.
- b. Check the schedule and be prepared with staffing and increased lunch customers.

9. Holiday Event Schedule

- **Oct 27th-29th Downtown Hallo-Weekend**
- **November 4th – Early Bird Sale Starting at 6:00am**
- **November 25th – Small Business Saturday**
- **November 27th – Possible Cider Monday (Stay tuned)**
- **December 2nd – Chester Greenwood Day**
- **December 8th – Night Owl (anticipating 4pm-7pm, Exact times TBD)**
- **December 16th – Santa at Minikins – Santa may be for hire if you'd like him to make an appearance in your location. Check in with Susun Therese if you'd like to share Santa and be consistent in his Downtown appearance.**

I want to express my appreciation to those who were in attendance. We've got a busy holiday season moving in fast. The schedule may look overwhelming, but do not feel like you have to participate in every event. The goal is to not give away your profits, but to bring people into the Downtown and have a little fun while enjoying the holidays.

Please pay close attention to your email and offer your help and input anytime.

****** NEXT MEETING DATE: WEDNESDAY October 18th – MORNING MEETING @ 8:00AM**

Meeting location: Twice Sold Tales

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

2023 Downtown Farmington Tour Bus Schedule

Date	Arrival Time	Bus Company	Tour Guide Name	Tour Guide Cell #
9/21/2023	11:15 AM	Globus	Hillary Johnson	407-739-7670
9/26/2023	12:30 PM	Cosmos	Dennis James	321-704-2689
9/28/2023	12:30 PM	Cosmos	Julie Adkins	412-874-2693
9/29/2023	11:15 AM	Globus	Hillary Johnson	407-739-7670
10/2/2023	12:30 PM	Cosmos	Karyn Benkendorfer	310-569-4574
10/3/2023	12:30 PM	Cosmos	Tammi Leo	321-424-3652
10/6/2023	12:30 PM	Cosmos	Dennis James	321-704-2689
10/8/2023	11:15 AM	Globus	Hillary Johnson	407-739-7670
10/9/2023	12:30 PM	Cosmos	Julie Adkins	412-874-2693
10/10/2023	12:30 PM	Cosmos	Karyn Benkendorfer	310-569-4574