

Farmington Downtown Association

12 October 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; Ann Yorks, Maine Retirement Annuity; Duggan Hill, City Lights North; Amber Stone, Twice Sold Tales; Bernice Cote and Katie Demming Franklin Savings Bank; Jan Maxham, Farmington Historical Society; John Moore Narrow Gauge Cinemas

1. September Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. No Deposits, Holiday banners and snowflakes were paid
- b. Summer Fest expenses have been paid out, a new cooling tent is in the que for purchase for next year

3. Digital Marketing Updates

- a. Business Spotlights continue as scheduled and will run alphabetically through October. Retailers will be featured in the November and December spotlights for the holiday season. We will use the same schedule as last year. You may submit any materials to Kait directly and she will reach out to you for additional information needed.
- b. Facebook page gained 22 new likes, we have cleared over 4,000 followers, YEAH!! We reached more than 2,408 people with over 619 interactions.
 - 1st place posting was "The Buses are coming"
 - 2nd place posting was Membership Spotlight "Farmington Farmhouse"
 - 3rd place posting was "Holiday Decorations"

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:

5. Main & Broadway Holiday Décor & Advertising

- The lighted snowflakes have arrived
- The Winter banners and hanging brackets have arrived
- The wreaths have been ordered, and will need to be wrapped in lights the week before Thanksgiving
- Bernice will check with Junior Tuner to see if he would like to put out red and green LED flood lights at the gazebo, which will need to be ordered
- \$200 appropriated for Facebook ad boosts
- \$500 appropriated for WKTJ

- 2 Flyers to be made for prelude to Holiday season with event listings and last-minute shopping for the final week before Christmas
- Search the American Express Small Business Saturday for promotional materials
- Amber will update the Night Owl flyer

6. Holiday Event Schedule

- **Early Bird Sale** – Saturday November 5th 6:00AM (See attached flyer)
 - 1) Pass long your participation and sales so they can be pushed on social media
- **Small Business Saturday** – Saturday November 26th
- **Chester Greenwood Day** – Saturday December 3rd
 - 1) Octagon and Titcomb houses will be open for tours and wreath sales. No Admission fee, donations accepted
- **Night Owl evening event** – Friday December 9th, stay open until 8:00pm
 - 1) Contact Amber Stone, more details will come out soon.
 - 2) Kendric Charles for evening wagon rides,
 - 3) Owls at Twice Sold Tales
 - 4) Carolers in the Downtown
- Contact Patty if you would like to participate in greeting
 - **NEXT MEETING DATE: Wednesday November 9th at 8:00AM at the Narrow Gauge Cinemas**
 - **Holiday Event Execution**
 - **Holiday Advertising plan**
 - **Invoices**

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

Holiday Snowflake Design: We would like to encourage all businesses with store fronts to incorporate the same lighted snowflake that will be on our poles into their holiday window displays. The lighted snowflakes come in several varieties and different color schemes. They even fold for easy storage!

The link is below:

<https://www.christmaslightsetc.com/browse/?q=36+%22+Snowflake>



LED Folding Snowflake
Decoration, Cool White
Twinkle Lights

\$59.99 (Save 31%)



LED Folding Snowflake,
Blue Lights

\$49.99 (Save 38%)



LED Folding Snowflake,
Blue and Cool White
Lights

\$49.99 (Save 38%)



LED Folding Snowflake,
Cool White Lights

\$49.99 (Save 39%)

