

Farmington Downtown Association
9 November 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; Tiane Donahue, City Lights North; Bernice Cote, Franklin Savings Bank; Tammy Paradis, Wicked Good Candy

1. October Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. Membership deposits are approximately 1/2 collected as invoices went out Nov 1st
- b. Wreath and lights are left to be paid for the Holiday decorations as well as WKTJ ad

3. Digital Marketing Updates

- a. 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 as needed.
- b. Facebook page gained 65 new likes, we have cleared over 4,100 followers. We reached more than 7,300 people with over 1,400 interactions for our Boosted "Early Bird" flyer (Not bad for only \$21.00 !)
 - Additional Early Bird posts that were not boosted reached 3,700 people with 368 engagements
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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 OR Updated Membership Spotlight Information

4. FDA Happenings:

5. Main & Broadway Holiday Décor & Advertising

- The wreaths have been ordered and delivered November 19th, and will need to be wrapped in lights the week before Thanksgiving
- \$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
- Small Business Saturday promotional items were distributed, See Patty for any leftover Saturday promotional materials if you'd like shopping bags or store front posters
- Amber will update the Night Owl flyer

6. Holiday Event Schedule

- **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
 - 2) Parade and dedication
 - 3) Taste of Farmington
 - 4) Festival of Trees
- **Night Owl evening event** – Friday December 9th, stay open until 8:00pm
 - 1) Contact Amber Stone, more details will come out soon with completed flyer
 - 2) Kendric Charles confirmed for evening wagon rides – Ride route needs to come through the Downtown in order for the Association to Sponsor, otherwise an individual business can sponsor the \$400
 - 3) Carolers in the Downtown
 - 4) Holiday Food Hall at Community Center
 - 5) Mozzarella Cheese Demo sponsored by Mixed-Up Kitchen
 - 6) Winter Luminaries to light Broadway/Main Street
 - 7) Teacher’s Lounge Mafia Show at North Church

- **NEXT MEETING DATE: Wednesday December 14th at 5:30PM at the American Forest Management office-1st floor**

- **Holiday Event Execution**

- **2023 Goals and Expectations**

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	LED Folding Snowflake, Blue Lights	LED Folding Snowflake, Blue and Cool White Lights	LED Folding Snowflake, Cool White Lights
\$59.99 (Save 31%) ★★★★★	\$49.99 (Save 38%) ★★★★★	\$49.99 (Save 38%) ★★★★★	\$49.99 (Save 39%) ★★★★★