

Farmington Downtown Association
14 December 2022
Meeting called to order at 5:30PM by President Haggan

Members in Attendance: Patty Haggan, American Forest Management; Wendy Strain, Farmington Farmhouse; Diane Ellis, Mix-Up Kitchen; Cheri Tompkins, Pins & Needles (earlier)

1. November Meeting Minutes

- a. Accepted as written

2. Treasurer's Report

- a. WKTJ and Facebooks Ads and Kait's invoices to pay before year end. Estimated ending balance will be \$4,000

3. Digital Marketing Updates

- a. After Christmas, we'll return with normal postings.
- b. Well over 50 posts were made between Small Business Saturday and Night Owl
- c. Facebook page gained 56 new likes, we have cleared over 4,100 followers. We reached more than 8,600 people with our boosted posts for \$165 spent in advertising money

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. Night Owl Wrap up

- Sales were a mixed bag. Mostly on the lower side with Everyday Music reporting higher than expected sales from 5-8pm
- Customers reported that it was nice to have longer hours after 5:00 for folks working

5. 2023 Fundraising

- **Brainstorming around fundraising efforts has begun**
- a. We will submit another TIFF request to the Town of Farmington
- b. Ideas around an Inflatable Fun Run in September-October. Feel free to YouTube "a run wearing inflatable costumes". Be prepared to laugh! Be on the look-out for Clearance
- c. Route planning, T-shirt sponsorships, registrations and promotion ideas are all welcomed

****** NEXT MEETING DATE: Wednesday January 25th at 8:00am Narrow Gauge Cinema (Note that we will be meeting later in the month due to some date conflicts)**

- **2023 Fund Raising, Goals & Expectations**
- **2023 Officer nominations and Elections**

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