

Artisan / Woodworker BBQ – Meeting Notes – 5.22.11

- **Store Sales** – We talked a bit about store sales, and how we are holding steady with sales from last year with a slight gain as well.
 - Our sales come from about 50 % in store and 50% on the web. Our web based customers are from all over the 50 states and most of them find us through Google. Our web site allows us to track number traffic but as of right now not geographical area. I will look into getting some data on this.
 - Because of our numbers we are trying to get our entire stock of in store products loaded onto the web site store to maximize exposure. This process is a bit lengthy, but I am hoping by the end of summer to have it completed.

- **Store Improvements** - We have been working on a number of improvements to the retail space!
 - We finally got our new lights installed.. and they are MUCH brighter, and work without having to flick this light switch twice and shake this light switch. We will be having the front lights replaced as well with some new track lighting to better light the windows!
 - We've been doing our best to keep the store, the walls, and the window displays fresh and rearranged to keep people interested.
 - We talked a little bit about getting the windows coated with UV protection so we would be able to put more products in the windows without them becoming sun damaged. This is VERY expensive, however someone mentioned maybe doing just one of the windows with the coating might work nice to be able to place items in that window.

- **Bigger Picture Projects** – Just a few things that we have been working on to help with the economy and artisans in the North Quabbin Region
 - We are working with WJDF to put together a tour of the towns where businesses will be staying open late together on the same evening to offer promotions to get people out and about!

- I have been to some meetings in regards to designation of cultural districts, with the state info we will be exploring locally the steps needed to make this a reality for the downtown orange area.
 - After attending the creative communities exchange I learned of an Assets for Artists program- a matched savings program for artists to help build equity and assets. I will look into the next application deadline and the way to possibly collaborate with this project.
- **New Job Posting –**
- As of the beginning of may Lisa Divoll is no longer working with North Quabbin Woods. We appreciate Lisa's help with the North Quabbin Woods project. We have posted the 24 hour position and are going to hold interviews until we find the right person for the position.
- **NQW Artisan Festival**
- We talked a bit about having a NQW artisan festival.. to get more input I will be sending out a survey.. here is the list of ideas thrown around already
 - Making sure we provide tables and chairs
 - Space, indoors? Outdoors? Tully pavilion?
 - Tully can be hard to find off the beaten path
 - Music?
 - Name of the fest, birds? Artisan?
 - Providing food
 - NQW take care of taxes that day?
 - Have one cash register
 - Be aware of other activities and events
 - Be aware of artisans who have seasonal items
 - Multiple times in a year?
- **New Recreation Map and Guide –** out early in June.
- Promotion to help store traffic.
 - Where to put the guide out at, any ideas?
 - Audubon sanctuaries
 - Visitors centers
 - Do we hit southern new Hampshire?
 - Mt Monadnock