



The Minutes for the CAB Meeting September 15, 2010

The second “moving” business meeting was held at Nurturing Tranquility on Wednesday, September 15th at 6:30 P.M. There was a social to begin the evening allowing businesses to network. Kimberly, owner of Nurturing Tranquility, hosted the group and provided a wonderful light dinner buffet and provided a tour of her business. We had another great turnout for this meeting: the host, Cornish Historical Society, Scott Design, Midway Country Lodging, Sacopee Valley eye Care, Bangor Savings Bank, The Barking Rose Quilt Barn, Cornish Trading Company, Durfy Constructors, and Her Shop. There was a quorum present. In addition there were three visiting businesses who were Combined Insurance of Westbrook, Primerica of Topsham, and Entrepreneurial Excellence Business Forums of South Portland.

After the social hour, the meeting was called to order by President, Scott Rowley. Before business was conducted our host provided a packet of relaxation techniques and then Kristen Kaleo provided marketing tips and how to introduce yourself in a group situation. She then invited all to join her in October for a workshop.

- I. The last meeting minutes was approved as sent. The membership stands at 54 to date according to her records.
- II. The Treasurer a balance of \$7,784.46 after expenses of \$300.00 for restroom maintenance, \$85.84 for the Apple Festival Flyer, \$40.08 bathroom supplies, \$ 85.66 Kiosk-Paint & Supplies and deposits of \$20.00 extra website listing fee, \$25.00 Kiosk Ad, \$2,600.00 Apple Festival Booths. The Treasurer's Report was accepted as presented.
- III. Current Business
 - a. Apple Festival
 - i. The Apple Festival preparations are moving forward smoothly. At this date we have over 53 vendors who have paid and has received their receipt and apple flyers. Scott reminded everyone that we took out 6 spaces this year to allow more room for the attending vendors and to allow for expanded visitors walking space. (67 last year, 61 this year maximum count, this includes the 2 spaces CAB uses) Eileen and Scott handed Flyers out to local businesses that bring in a lot of foot traffic in Cornish as well as Freedom NH and Limerick. Local channel 6 agreed to feature Krista's on 207. Krista will be in the kitchen showing how to make a dish with apples in it as well as mentioning Cornish and the Apple Festival. Airing time to be announced. Laura is coordinating all music and the bands are listed in the Shopping Guide. Kathy is all set with the Apple Pie Contest taking place on the Cornish Inn's Front porch.
 - ii. An updated PR letter was released to all news stations, newspapers, and online calendars.
 - iii. Scott asked for volunteers for the CAB booth and Terisa, Judy (and her sisters and guest), Norm, and John Dubois will be available. John DuBois said he was available as well.
 - iv. Scott announced that Scott Pingree of the Cornish Fire Department requested for CAB to place bearers on one side of certain roads to prevent parking on both sides. This is to allow room for emergency vehicles. Scott did not have a map of streets yet and will be coordinating with the fire department to place the bearers at requested locations.



- v. Scott also asked for a discussion of another community member, Saco/Ossipee River Heating Alliance, to share the CAB booth along with CAB and Bangor Bank. The discussion was in favor and the vote was unanimous approval.
- vi. Because vendor is coming to make “Kettle Corn”, CAB will not be selling popcorn.
- vii. Scott asked for a discussion on putting the shirts and caps on a deep sale to make room for an updated design next year. The discussion was in favor and the vote unanimous approval to sell hats and caps at \$5.00 each.
- viii. Charles DeArville of Scenic Roots and Sue Melanson of The Cottages at Oak Hill Farm provided 2 original pieces of art. Scott asked for a discussion if we should produce 1 poster of Charles’ art or 2 posters featuring one of Charles and one of Sue’s art. The discussion was in favor of 2 posters and the vote unanimous approval to produce a reduced amount of 2 posters. (After research, there will be 50 of each poster) Thank you both for your donation.
- ix. Scott suggested to not have any other raffle items this year and the quorum agreed.
- x. Open discussion:
 - 1. Question regarding police presence, Scott assured that there will be police presence during the festival.
 - 2. Question regarding child activities, Scott answered that the seniors usually do the face paintings and that Laura and Scott looked into a band that was “child friendly” and they were beyond our budget. It was suggested to have a fire truck there for children to see.
- b. Better use of the Thompson Park Kiosk
 - i. Scott shared photos of the process of scraping, priming and painting it the cranberry red to bring attention towards it. Enlargement of the CAB member listing and map from brochure should be installed before Apple Festival
 - ii. Scott reminds all Cornish area businesses that there is advertising opportunity in the kiosk now. \$25.00 a month for an 8.5”x11” vertical or horizontal ad. The kiosk advertising time is April through November depending on the snowfall. You do not have to be a CAB member to advertise here.
 - iii. List of war veterans is being proofed by the selectmen.
- c. Banners
 - i. Devin was unable to attend the meeting. Scott shared his progress. At this time Devin is looking into what approvals are needed to put banners on CMP owned poles.
 - ii. Banner production and design estimate will be provided after getting approval to mount onto CMP owned poles.
- d. Scott wanted to thank all members who participated in the email vote regarding placing an ad in the Health Center’s golf tournament program. Although after the vote was approved to do the same type ad as we did last year, logo and web address, for \$25.00, Scott found out that the Health Center was only listing names of businesses who donated under \$300 with no contact information. Due to the tight deadline, Scott made the decision not to donate the \$25.00 as voted.



- IV. The next meeting will take place at the church on the 2nd Tuesday, October 12th.
V. The Meeting was adjourned at 8:30 P.M.

Respectfully submitted,

Scott Rowley