

Thanks to all who attended the meeting. About 30 dealers attended and we were grateful for your attention and the great ideas that resulted from our discussions. And we sure did discuss a lot.

Here goes!

**ANNIVERSARY SALE:** 10 days, 10-50% off, Friday 10/17 through Sunday, 10/26. All dealers are required to be at least 10% off, more if you want to. Refreshments (beverages, snacks, and sweets) to be served on the weekends. Jaime will be sending out a sign-up sheet.

**Anniversary Sale Raffles:** 20 gift certificates in honor of our 20th anniversary, OOTA t-shirts, and as many gift baskets as our dealers are willing to put together. For example, Jonathan #342, will be donating a basket of Pokémon merch. Glenn will be donating a basket of cars & trucks; Julie will be donating a basket of assorted kitchenware – you get the idea. To qualify for a raffle ticket, customers must make a purchase of at least \$5.00. (One raffle ticket per sale, not one raffle ticket for every \$5.00 spent.) Winners will be notified during the week of 10/27.

**Flyers:** We will also print flyers for any dealer who wants to distribute them. The flyers will be available on Friday, 10/3 so you can grab a handful when you pick up your checks. Brian, #163, has volunteered his brother who owns several restaurants to attach flyers to every delivery box and take-out order! Perhaps you can take some to your church or other organizations that you belong to. Get involved!

**Live Entertainment:** to be announced. We have several ideas we're looking into.

**Adopt-A-Family:** A percentage of our Anniversary sales will be set aside to purchase food, clothing, and gift cards for the family we intend to adopt. A donation jar will be on hand for anyone who wishes to donate, and the store will round out the balance needed to fulfill the family's special requests.

**Advertising, for both the sale and in general**

Social media including Facebook, Instagram, and Tik Tok, as well as our website.

**Outside ad sources** will include digital ads on The Patch, The Daily Herald, Next Door, the Aurora Chamber of Commerce, Facebook Market Place and maybe WSPY radio in Plano.

### **HOLIDAY EVENTS:**

**Thanksgiving Weekend** – History says we can't compete with the Big Box Stores and now, Amazon, so nothing special for this weekend, although Saturday 11/29 is Small Business Saturday and we will promote it on our social media platforms.

**Holiday Sale:** 4 days 12/4-12/7 or the following weekend 12/11-12/14. We want to combine this event with a visit from Santa & Mrs. Claus depending on Santa's availability.

**Holiday Food Drive:** This will be held on the weekend not featuring Santa or perhaps in January when all the Holiday Hoopla has died down. TBD.

## **OTHER TOPICS:**

**OOTA t-shirts:** We are currently looking for an affordable source for t-shirts featuring, at a minimum, our logo. These shirts will be available for customer purchase. They will also be available to dealers but at a discounted cost.

**Social media:** Jose, who has done an excellent job as our point person for Instagram and Tik Tok, is no longer able to do this. Jaime has graciously offered to pick up Instagram and Tik Tok. However, this is a lot to do, especially for someone with a full-time job. So, if anyone, especially you young bucks out there, has experience with Tik Tok and is willing to take it on please talk to Glenn or any manager.

**Social media (again):** We were reminded that to get the most out of FB, etc. the more you share our posts with your contacts, the wider our circulation and exposure grows. Thanks in advance for sharing! And if you have something special you want to post please drop a text to Brian to let him know and he'll be sure to get to it. Brian 331-399-5811.

**Marketing Coordinator:** It was determined that we should have one person to coordinate all social media, advertising, etc. It requires more time than you think so we're considering co-Chairmen. Jaime & Suzi have volunteered. We will let you know as they set up a program.

### **Website: [www.outoftheatticantiques.info](http://www.outoftheatticantiques.info)**

Ron has spent a whole lot of time and effort building up our website and reminded us that he is open to any and all suggestions. He also will post anything special you want to feature and can be reached at 312-399-7647. And finally, don't forget to check out the Dealer Lounge where you can post, chat, make suggestions. This forum is not open to the public and only other dealers can see. The password is De@lers!411.

**An Hour with an Antique/Collectible Expert:** Proposed that any dealer with expertise in a particular field share their knowledge with customers and/or dealers. They could set up at the front of the store for an hour shift of their choice on a Saturday or Sunday. Jamie will coordinate, along with advertising the event and recording it for later posting. Examples might include Karen/jewelry, Caleb/comics., etc. This would be an informative event, NOT an appraisal event.

**Our Neighbors at Plaza Square:** Reach out to our neighbors in our plaza to cross-promote events we are having.

**That's all, that's enough and thanks for your attention!**