

Moozie at Bound Booksellers & Gifts (Westhaven, Franklin) on Saturday, September 21, 2024

CKN's summary report

Overview: Based on CKN Volunteer Tally Markowicz's recommendation (to Vic recently, and to Trish over a year ago), Vic had visited Bound Booksellers and met current owner Natalie Sanford, on June 28. Natalie then expressed interest in Moozie's visit on a Saturday morning for story time and potential Moozie book sales at/following the event. The September 21/11:00 a.m. timeframe was agreed and promoted on Bound's social media. The story time and interactions with Moozie, in Bound's charming, warm, little boutique children's bookstore in Westhaven subdivision, were thoroughly enjoyed by all visiting children and parents/grandparents. The few families who came during the hour and a half open session were captivated by the story and the star, Moozie. Natalie warmly and personally welcomed all who entered Bound. She enthusiastically facilitated same-day sales of MKA and MOA books and agreed to maintain three copies of each of these hardcover books for sales at Bound.

CKN and partner Story Time participants/supporters:

- Stephanie Barca – (CKN/Kiwanis) helped set up; was very-popular, mascot Moozie through most of event. Moozie actively greeted/interacted with children. Also, Moozie strolled outside (without lingering in hot temps) onto the back patio, around corner onto bustling Front Street (where Bound patrons can optionally enter via adjoining store).
- Vic Legerton – (CKN/Kiwanis) helped organize point of sales pricing/support for Natalie; delivered/provided Natalie the small book supply for future sales
- Trish Cronin – (CKN) helped set up; was primary reader for Moozie's Kind Adventure; interacted with families
- Tally Markowitz – (CKN) helped set up and greet/organize families; interacted with children to share stickers
- Carolyn Campbell – (Kiwanis) observed and kindly supported event

Highlights:

- About six or seven groups of family members came by the store. Whether or not they knew of/had planned to join Story Time, they all stayed and enjoyed the reading of Moozie's Kind Adventure and seeing/interacting with Moozie. We took charming photos for subsequent posting on CKN website and socials. None of the adults hurried; everyone actively engaged in talking about Moozie and kindness, sitting on floor/chairs with children (ages 2-6) who seemed delighted. Eyes were glued on Moozie. Feedback was positive. Almost all families purchased at least a book.
- One little girl recognized Moozie from Brentwood United Methodist Church Earth Day celebration, a year and a half earlier. Her grandparents live in Westhaven and often come to Bound with her on weekends. Her mother is Reverend minister at B-UMC. We discussed how we look forward to reconnecting at the B-UMC Harvest Jamboree next month.
- Natalie is very kind, loves books and children, and has a deep fondness for Mr. Rogers and his life view. She grew up in Pittsburgh also. Her small bookstore reflects her kind-hearted, inclusive, tasteful, bouncy, and neighborly vibe. In a side conversation, Natalie shared highlights of her diverse family including four adopted, home-schooled children, and her background that includes the spontaneous, somewhat risky decision to take over the bookstore when her good friend and prior owner needed to scale back in favor of a full-time position at Vanderbilt University.
- Bound has no inventory space. Hence, Natalie agreed to hold modest Moozie book supply, and no puppets, for sales.

Recommendations:

- The sweet, well-received Moozie story-time at Bound should be repeated, perhaps on a regular (e.g. quarterly or bi-annual) basis, and perhaps with a theme. Natalie is partial to supporting book authors at children's sessions, yet she was welcoming of Moozie. Even greater advanced promotion could be helpful. Major targets are frequent visitors and/or Westhaven residents. Perhaps a Moozie 'signing' and photo opportunity could be promoted.
- As the small shop has little open space, ideally there would be a steady, rolling stream of visitors in and out, and/or use of outside space on a good-weather day. A slightly earlier start time than 11 am (e.g. 10 or 10:30 a.m.) would help capture more young families who are out and about earlier and who largely clear out as noon/lunch time approaches.
- We expect to receive a monthly check for books sold, with a breakdown. We will replenish stock as applicable. It is recommended that Vic/Trish check in around end of October to see what interest in Moozie books there has been to date, and possibly look to boost popularity. Books may or may not still be on display at the desk with Moozie puppet.
- Next time, we may wish to capture attendee names/emails in a Moozie address book, for reference/communications.

Financials – Income at Event

Puppet sales (@\$22.95): 1

Moozie's Kind Adventure (4) and Moozie's Orchestra Adventure (3) sales (@14.95): 7

Total retail sales: \$127.60 Less 40% share for Bound Booksellers: \$51.05

Total Income = \$76.55