* Secure a URL – possibles:
  + River-city-roots.com
  + RCroots.com
  + Rivercity.com
  + CityRoots.com
  + Rivercityroots.biz
  + RCR.biz
* Create website through BigCartel
  + Choose web hosting company
  + Design for mobile first
  + Paypal acct - Bank acct?
  + Facebook page
  + Twitter page
  + Tumblr?
  + Pinterest page?
  + Instagram page
* Design logos:
  + RCR
  + RiverCityrRoots
  + Graphic logo
* Shirt designs – ideas:
  + Nautical; anchors, knots, clipper ships, ship wheel
  + Amercian tattoo styles
  + 2up 2down
  + RVA – Aar Vee Ay