

HANOVER DOWNTOWN IMPROVEMENT AREA

MINUTES 2019

8am | Wednesday January 16, 2019

Meeting Location: 214 10th Street Boardroom

Board Members present: Linda Fidler, Peggy Sickel, Jennifer Heerema, Ryan Enright, J.D. Lyons (2018)
Harold Fleet, Council Rep (noted alternate: Dave Hocking)
Community Improvement Partnership: Kendra Mantler, Coordinator

Absent with regrets: Julie Whitehead

Welcome: 2019-2022 Appointees Returning: Peggy, Jennifer, Julie. New: Linda, Ryan, Harold

Note: Council Alternate Appointee will receive monthly Agenda plus Draft Minutes to be well-versed if called to attend a meeting.
Approval of Appointees was received from the Town.

Disclosure of Pecuniary Interest: none noted.

D.I.A. Chair: Following discussions, Jennifer and Peggy will be D.I.A. Co-Chairs.
Jennifer convened and brought the meeting to order.

Minutes: Each board member received a draft copy of the November 21, 2018 Board Meeting Minutes for their reference.

MOTION by Peggy to approve the D.I.A. Board Minutes of November 21, 2018 Board Meeting Minutes as presented, seconded by Jennifer, ... carried.

Accounts for Payment:

Post Approval was requested and received in November – invoices sent for payment in 2018, all re budget:

MOTION by Peggy to pay invoice as noted above, seconded by Linda ... carried.

Welcome: Kendra Mantler, C.I.P. Coordinator. On the job since November 26th.

C.I.P. Update:

2018 Shop & Win: fully completed cards, along with some partially completed cards were processed.

Promo began prior to the D.I.A. Shopper's Night, with some cards completed in one evening.

The first Sights & Sounds Committee Meeting booked for Wednesday January 23rd, 7pm at the P&H Centre.

This will be the 15th Annual Festival, Thursday July 25 to Sunday July 28, on the 4th Saturday in July.

Early bookings and holds have begun, as well as grant applications and sponsorship requests.

We are looking to enhance current activities and add new ones.

New Project this year: Business Profiles, running through the C.I.P. office, and submitted to Atmosphere.

Discussion followed. Preparing proposals shortly.

Other options discussed, including monthly business profile options and write-ups in The Post.

Anyone with ideas, please contact Kendra at the C.I.P. office.

Budget 2019: J.D. gave a year in review. 2018 expenses were reviewed, noting cost on flowers, board of works, subcontractors.

MOTION by Peggy Sickel that as an ongoing understanding, any D.I.A. Year End Surplus or Deficit will be transferred to or from reserves to balance the Year End Revenue & Expense statement, seconded by Ryan Enright, ... carried. - to be sent to Christine Walker, Town Office to assist in completing year end transfers.

2019 Budget template and corresponding supplemental category breakdowns were reviewed in detail. Also noted were ongoing Revitalization projects, plus an increased focus on Cultural projects.

Taxation discussion, noting Assessment rates, noting most taxes are held at a 2% increase. Our 2019 Budget template was set using a 2% increase.

Discussion on D.I.A. tax rebates, noting Owen Sounds has eliminated theirs. We could make a suggestion: D.I.A. Vacancy Tax Rates be amended to a maximum of one year. Harold will bring this forward to Council.

Flower costs were discussed in detail, noting \$5,000 is received from the Town to assist, while other area towns cover the full cost of beautification. Discussion followed. Harold will bring this information to Council and ask for an increase to \$6,000 annually in order to use our budget on our members.

Replacement planter liners have been ordered (every 2 years). Fertilizer use is back to normal, with great results this year. Davishill will move forward with planning.

The Downtown Façade Improvement Program will continue. Cultural/Art Banners may be expanded in 2019 as they were very well received. Current reserves were discussed, plus the purpose of reserves.

MOTION by Peggy to accept the Draft 2019 D.I.A. Budget as presented, seconded by Ryan, ... carried.

J.D. will finalize the 2019 Budget and send to the Town. Thank-you! Final board copies at next meeting.

COMMITTEE UPDATES:

- **Community Improvement Partnership** – J.D., Julie (recent meetings: Dec 6, Jan 10)
Draft 2019 Budgets are being completed, and should be identical to 2018. Other notes were covered in Kendra's report. One more D.I.A. Rep is needed on the C.I.P. Committee to replace J.D. (allowed 2)

- **Economic Development Committee** – Peggy stepped off E.D.C. Kendra attends these meetings.

- **Sights & Sounds Committee** – Julie absent. First 2019 meeting Jan 23rd.

■ **Downtown Promotion** –

Dates for The Post 2019 Center Spreads: they are holding all prices, making a very good deal for members. Review Issue Dates: Spring/Easter April 11, S&S Sidewalk July 18, Fabulous Fall/Thanksgiving October 3, Christmas November 21 [parade Dec 7, Shoppers Night Nov 28 (Black Fri Nov 29)] Confirmed, will book.

Small suggestions on Downtown Hanover's Shoppers Night: confirming the Thursday before Black Friday; fire pits a great addition, but away from parking spots. Keep as Downtown D.I.A. Promotion.

Sidewalk Sales / Tents in the Downtown 2019: confirming Fridays & Saturdays in June, July & August.

Santa Claus Parade Saturday Dec 7th: Lions Club Breakfast with Santa at the Legion (update at meeting). We will continue to support this event, as their numbers continue to increase, in lieu of Santa in the Square. Carol of the Bells 6-6:30pm: Mayor & Town Crier, official lighting of the square, Children's Choir, D.I.A. hot chocolate handed out by Air Cadets, and Hope Community Church gave away Christmas Hot Dogs in Heritage Square, followed by the Hanover Rotary's Santa Claus Parade.

Shoppers Night in Downtown Hanover: review details from Nov 21st minutes, need date for Centerspread Discussions: downtown gateways, as well as featuring the corner of 10th St & 7th Ave to incorporate the Downtown sign into a feature location, with benches, planter boxes and permanent landscaping. Tabled. 2019 December Promotion: Theme "Mingle & Jingle in Downtown Hanover", with bells on everyone's door. Fridays owners & staff: 6th Wear Plaid | 13th Wear Red (green/silver/gold) | 20th Christmas Sweater (ugly/otherwise)

Other Business:

1. Hanover D.I.A. Board Member appointees for the next 4-year term Jan 2019 to Dec 2022, limit of 7. We are allowed one more appointment to our board. J.D. noted he will be around if we need him.
2. Follow-up on cost options from Sherri Walden regarding a portable washroom and suggested organizations to share costs. Lengthy discussion followed. Given the open hours of the Library, businesses and restaurants, the D.I.A. will not recommend a portable washroom in Heritage Square.
3. Christmas décor, which has a winter theme, will be taken down in mid-February (as weather permits).
4. An in-depth discussion was held on the pros and cons of expanding the D.I.A. area to include a number of businesses. Options were weighed, but not feasible. We will hold in the current downtown area.
5. Additional discussion was held regarding the growing and very popular Trick or Treat Trail for 2019. Business owners who dressed up were a big hit, and we will encourage costumes for everyone next year. Also suggested were students as crossing guards in exchange for volunteer hours.
6. Harold will take a few talking points discussed above to Council.
7. D.I.A. Committee Reps will be reviewed at the next meeting.

Received & Reviewed: Hanover's Planning Advisory Committee Minutes of November 13, 2018 and January 8, 2019.

Shop & Win unredeemed cash: 2014 **\$40** of \$2,000 | then to \$3,000: 2015 **\$20** / 2016 **\$60** / 2017 **\$40** / 2018 **\$1,940**

D.I.A. Committee Reps:

C.I.P. – Julie + one S&S – Julie Promo –

Motion to Adjourn: Linda (9:25am)

Next Meeting Date: Wednesday February 20, 2019