

Hanover Downtown Improvement Area

MINUTES 2021

8:00am | Thursday March 18, 2021

Meeting Location: 214 10th Street Boardroom

Board Members present: Jennifer Heerema, Taryn Hagan, Linda Fidler

Vote by Email: Harold Fleet, Ryan Enright

Board: 6, Full Slate: 7 Quorum: 4

Absent with regrets: Courtney Hopkins

Disclosure of Pecuniary Interest: Taryn re Social Media discussions

Convener: Jennifer convened and brought the meeting to order on March 18th for Draft Discussions.

Quorum: was not met on March 18th. Draft Discussions were sent to all board members. Votes, comments and additional discussions by email were received and included in the Draft March 18th **Meeting by Email**.

Minutes: Board members received a draft copy of the February 18, 2021 Board Meeting for their reference and review, emailed on March 14th.

MOTION by Linda to approve the D.I.A. February 18, 2021 Board Meeting Minutes, as presented, seconded by Taryn, discussion by Ryan and Harold, all in favour ... carried.

Accounts for Payment:

D.I.A. Codes [21-8300-____]

MOTION by Taryn, to pay invoices as noted above, seconded by Linda, in favour by Harold, in favour by Ryan ... carried.

Note for next meeting:

Further to ongoing discussions, we will owe payment to Taryn as our D.I.A. Social Media contract person. Taryn noted 10 hours for February and March – an invoice will be submitted.

Hanover's Community Improvement Plan (CIP) – Now Open, with many facets, town-wide.

\$6,000 in our 2021 Budget to be dispersed as bonus cheques from the Hanover D.I.A. for our members approved under either the 'Façade, Building & Signage Grant' and/or the 'Accessibility Improvement Grant'. This is an additional 10% of approved CIP Grant, to a max of \$2,000 to individual D.I.A. members, on a first come first served basis, while funds last. The Town will take on their CIP Grant approval requirements, and the D.I.A. will be acknowledge for their additional contributions. [full details in our February meeting minutes]

Proposals – Spring Shop & Win, handled like Christmas Shop & Win. In Store draw box (or spreadsheet), one item from each business (or purchase one) to add to a Shop & Win \$ prize envelope, with a winner from each participating business. Business makes the draw and presents. Envelopes: \$3,000 S&W \$'s divided by # of businesses, paid by D.I.A. & Chamber (decision on amount once number of participants known), and D&C split printing and labour costs. The Town has agreed to cover radio – ads and amount requested to be discussed. Name? D.I.A. suggesting 'Spring Time Shop & Win'. T/D/C logos. Taryn to make posters/till card.

– Market on the Square Lengthy discussions held. Tabled until the next meeting.

Discussion – Summer Radio previously EDC, then given to C.I.P. to raise funds selling tags; \$2,000 from both D.I.A. and Chamber, in budget. Suggesting no tags. Chamber is following this with April Marshall. Suggesting we proceed, and it is in our budget.

Committee Updates

■ **Community Improvement Partnership** – Taryn (last meeting March 11th)

The Dissolution process continues through Reps: April (Town), Adam (Chamber), Taryn (D.I.A.) Reps met with the Lions and Rotary Club Reps noting the Community Improvement Partnership is being dissolved, and therefore no plans for a Festival. Discussion. Taryn will confirm that the D.I.A. Board Members will not spearhead an event.

■ **Council Report** – Harold no report at this time

■ **Downtown Promotion** – Taryn

- ◆ **St. Paddy's Day 2021:** \$50 D.I.A. Dollars will be prized, following good reception on FB & IG, although down from the Groundhog Day promo. The past 2 weeks had a saturation of social media giveaways.
- ◆ **Social Media 2021:** A handful of D.I.A. businesses are participating in the 'Downtown Hanover' tag and share program. We will introduce new content and pivot to other content using our increased platform followers, which will be communicated by email to our D.I.A. members.

Other Business:

1. Petty Cash will be turned in to the Town Office and back into the account. (as soon as they reopen)
2. Christmas décor to be removed shortly.
3. Spring Cleanup – an email will suggest businesses do a walk around their business for a quick garbage pick up to tidy up following the winter season.
4. We have received Resignation Notice from Courtney Hopkins, noting she will reconsider a Board position in January 2022. A letter will be forwarded to the Town noting same. Discussion followed.
5. Meeting | Third Thursday. Next meeting: May 20, 2021 (April is cancelled) 8am 214–10th Street
6. "Meeting by Email" will continue to finalize today's meeting.

MOTION to Adjourn: Taryn, Linda 9am