

Hanover Downtown Improvement Area

MINUTES 2022

8:00am | Thursday November 17, 2022

214 – 10th Street Boardroom

Guest: J.D. Lyons joined the board meeting to discuss the upcoming 2023 Budget.

Board Members present: Jennifer Heerema, Krista LeSavage, Jenn Olivero, Will Shannon

Absent with regrets: Ryan Enright, Linda Fidler [Harold Fleet end of 2022 Council Term]

Convener: Jennifer convened and brought the meeting to order.

Board: 6 | Quorum: 4

Disclosure of Pecuniary Interest: none noted

Minutes: Board members received a draft copy of the October 20, 2022 Board Minutes for their reference and review. (emailed, with hard copies at the table)

MOTION by Jenn to approve the D.I.A. October 20, 2022 Board Meeting as presented, seconded by Will, all in favour, ... carried. (note No August meeting)

Accounts for Payment: D.I.A. Codes [21-8300-____]

MOTION by Krista to pay invoices as noted above, seconded by Jenn, all in favour, ... carried.
[original invoices signed, then to the Town's Drop Box for payment]

Small Business Security Enhancement Grant: Update on applications. Krista, Brian & Sherri Hagan on committee
Krista noted to-date five businesses have applied, and businesses are urged to send in their application.
Promotion will continue on this Grant Partnership with the D.I.A., Town and Chamber.

Budget 2023: Review held on the proposed 2023 Promotion Budget. J.D. walked the board through options, noting all costs should known by mid December. J.D. is following up on a few items, and will report back. The Board will finalize the Budget during the January meeting.

COMMITTEE UPDATES

■ **Council Report** – Harold Fleet was thanked for his time and involvement on the D.I.A. Board, noting that Council's 2018/2022 Term has been completed.

We will find out who our new rep will be in the New Year, noting we look forward to Harold's reappointment.

Note: all current D.I.A. Board Members will be asked to confirm in December if they will continue with their position on the Board. The D.I.A.'s term follows along with Council's term: 2022/2026.

■ **Downtown Promotion – SM Promo:** Template Ad, shout out, (27 to-date), running previous ads intermittently
Feb: 'Love Bird Luck of the Draw' \$100 DIA \$'s. **March:** Shamrock Hunt, 43 businesses, Selfie Promo, \$100 prize
April: Easter Word Scramble/42 letters, Apr 1-19, solve "chocolate bunnies and marshmallow peeps for all!" \$100 prize
April: Springtime Shop & Win: Cost Share C/D, \$2,500 Radio Town Sponsor, Apr 4-29, 72 businesses, \$4,320 S&W \$'s
May: Mother's Day Visit Downtown Hanover promo. **June:** Father's Day support Downtown Hanover
July/August: Downtown Sidewalk Sales **Sept:** Fall Market **Oct.** Pumpkin Carving Challenge / TorT Trail
Nov.22 to Dec.20 10th Christmas Shop & Win **Christmas** Festival Market **Christmas** Decorating Challenge

D.I.A. Pumpkin Carving Challenge 2nd Annual: Judges roamed Downtown Hanover on Saturday October 29th in their finery, along with a camera man and his side kick. Five entries were celebrated on Social Media, and we hope to make this an annual event with many participants.

Trick or Treat Trail 9th Annual: Monday October 31st 3-5pm. April Marshall arranged road closure from 7th Ave to 13th Ave, 2:30 to 5:30. The Fire Department blocked the east end, and Police Department blocked the west end, with more that 84 participating businesses (14 not in the Downtown Treat Zone). All businesses were invited to bring a sign, chair and bucket of treats and join in the closed road portion. Busiest year yet! The highest reported hand out number was 830 treats, with many running out before 5. The Lions Club and Rotary Club handed out on behalf of businesses, setting up at the side street barriers. We received a call from a Hanover Principal noting many children were being pulled out of school early, to attend. Discussion ... we will move time next year to 3:30-5pm, and the date will be set next fall. This is a Cost Share promo with the Chamber (Chamber pays all invoices), followed by a Cost Share Summary.

Hanover's Holiday Shop & Win: Confirming 73 businesses in our promo. Posters/Till Cards/\$60 Shop & Win Dollars as a top up to the business's \$20 Retail Value Gift Item to be delivered by this weekend. Board members were asked to each deliver a few to their neighbours. Promo begins Nov. 22, with in-store draw boxes/spread sheets with any purchase, until Dec. 20th. Draws on Dec. 1st. Tanya from the town has loaded our poster and business listing on the web page, link shared, with 73 draws & 73 winners returning to redeem S&W \$'s at participating locations. Support Local for the Win! The Town has sponsored toward the radio promotion, and D.I.A. and Chamber covering the balance, plus printing, set up and labour, as well as the \$4,380. S&W\$ prize funds and labour to exchange upon redemption. This is a Cost Share promo with the Chamber (Chamber pays all invoices), followed by a Cost Share Summary.

Christmas Festival Market Update: Saturday Dec. 3rd additional volunteers will be needed as tents will be wrapped, and to assist with set up. Vendors were capped at 32, not competing with our local stores. Nine sponsors have come forward ~ thank-you. Entertainment is booked, Jenn will lead the Cry, Mayor Sue will give the Christmas Message, with a Tree Lighting, caroling and hand chimes. Radio is booked.

Rotary Santa Claus Parade: They will host wagon rides, Santa, and other events prior to the parade in Heritage Square, to coordinate with the Market Day events.

Magic on Main: Canadian Tire's vision to make Hanover a winter destination to see the lights on our main street – posters hand delivered to each 10th Street business was completed. Chamber & D.I.A. will split labour costs on this, with our Social Media person running this 'contest for likes' on FB/IG, building our Downtown's presence. Top 3 vote getters will be judged for prizes. The ultimate goal is to bring people to Hanover to see the lights, notice our businesses, grow customers, and be enjoyed by everyone using 10th Street. Votes close Dec. 3rd, with judging on Dec. 7th. Thank-you to Dale & Cathy, with \$1,750 in prizes.

Other Business:

1. Davishill Nursery will remove corn stalks, and turn bows into the office.
2. New Winter Banners, when printing is complete, will to be installed with Christmas décor on street lights.
3. Next meeting: Thursday Jan. 12th moved up one week.

MOTION to Adjourn: Jenn (9:00 am)