

# Community Improvement Partnership of Hanover 2017

**MINUTES** Wednesday October 11, 2017

3:30pm | P&H Centre, Classroom

**Present:** Sherri Hagan, April Marshall, Julie Whitehead, Adam Ward, J.D. Lyons,  
Taryn Hagan, C.I.P. Coordinator

Absent with regrets: Erin Aldridge, Hazel Pratt-Paige,

Adam convened

**Notice of Pecuniary Interest:** none

**Correspondence:** n/a

**Previous Business:** A thank-you will be emailed to Radio Tag participants, noting over \$26,000. in promo value. April will look up EDC dollars spent this summer.

Discussion on tourism, EDC, CIP – direction of the Town. Staycation promos – discussion on value.

**MOTION** by Julie to adopt the September 21, 2017 C.I.P. Minutes as presented, seconded by J.D. ... carried.

## **Financial Reports & Operations:**

Emailed to Committee for review

C.I.P. financials for September 2017 were reviewed and discussed.

Sights & Sounds has paid summer wages to C.I.P.

Sights & Sounds financials for September 2017 were reviewed and discussed.

We have received a Government cheque for the 2017 Summer Student Grant, payable to the Hanover Chamber, which will be deposited.

The Chamber has written a cheque back to Sights and Sounds for the same amount.

Despite rain and threat of rain, the 2017 Sights & Sounds Festival was a success.

Taryn has one invoice to be paid, and SOCAN yet to be submitted.

## **Coordinator's Report:**

Sights & Sounds Brain Storm Meeting will be held immediately following the C.I.P. meeting.

Lengthy discussion followed. Atmosphere needed to split their 2nd edition to separate the visitor guide portion. The templates for the previous versions are available, with only slight duplication.

**MOTION** by Julie to return the Visitor Guide to a C.I.P. project, seconded by Hazel ... carried.

Poker Run 2018: tabled until the next meeting.

Heritage Grant 2018: the application has been completed and submitted.

The balance of discussions will be held with additional Chamber and D.I.A. board members.

**MOTION** to Adjourn the C.I.P. meeting portion: Sherri

(adjourned 4:15pm)

**Next Meeting: Thursday November 2, 2017 8am**

P&H Centre | Boardroom (reserved ✓)

# Community Improvement Partnership of Hanover 2017

**Part 2 MINUTES** Wednesday October 11, 2017

4:15pm | P&H Centre, Classroom

## **BRAIN STORM MEETING | SIGHTS AND SOUNDS FESTIVAL**

**Invitation extended to C.I.P. Committee, Chamber Executive, D.I.A. Board Members**

**Present:** Sherri Hagan, April Marshall, Julie Whitehead, Adam Ward, J.D. Lyons,  
Hazel Pratt-Paige, Brian Tocheri, Judy Hribar, Curtis Schmalz  
Melissa Avedesian, Monica McKenna Taryn Hagan, C.I.P. Coordinator  
**Absent with regrets:** Erin Aldridge Adam convened

April reviewed results of 59 survey respondents: 19-35 years, local, here for tickets and meals, enjoy the experience and plan to return, enjoy entertainment and libations, soap box and car show. Taryn noted Facebook ticket contest results of over 200 survey respondents, sighting good comments.

The Sights & Sounds Committee wrap up meeting suggested we are ok with the events we have, which just need to be tweaked. Some events, although not profitable, are good for the community. Posed the question, are we living up to the 'Biggest Block Party' and perhaps grow the 'street party feel'. They advised we not to be too aggressive, and were very happy with the attendance and profits.

The festival was previously reviewed in 2007

**Vision:** We are a unique celebration of diverse entertainment experiences for our community and tourists.

**Mission Statement:** To create innovative and unique entertainment experiences; foster friendly community spirit, fellowship and involvement; provide opportunities for local musicians and performers.

Discussions in detail:

Goals. Objectives.

SWOT Analysis discussing events, support, profitability, demographics, partnerships, focus, branding, organizations, weaknesses, opportunities, threats.

Why are we here. What are we doing. How do we accomplish our goals. What makes us different.

What are we here for. Who are we here for. What do we value most. What is our personality.

What are our objectives. What is our focus. What does our name mean: Sights and Sounds.

Discussion on volunteers, group commitments, value for volunteers, recognition, ways and means.

Discussion on Marketing – current logo, and future logo criteria.

Discussion on Tourism – over 40 km away are considered tourists; we draw from local area towns, returning family and friends, previous residents. Who is our audience.

Businesses need to be creative and use the opportunity from drawing people to events.

Road closures discussed, benefits and drawbacks.

Individual events discussed: can we build or tweak; use of our facilities discussed.

Area festival dates discussed, as well as long-time festivals ending. Mount Forest: 3rd Saturday, we are the 4th Saturday. Homecomings held on long weekends. Dream of Glory on Civic holiday weekend.

Stakeholders and Service Groups will be invited to meet on October 26th during two sessions, and asked similar questions.

Taryn will collect input from this meeting and the October 26th meetings, summarize and present for review during the next C.I.P. Committee meeting.

**MOTION** to adjourn: Sherri

(adjourned: 6:25 pm)