

# Hanover Downtown Improvement Area

**MINUTES 2022**

8:00am | Thursday March 17, 2022

214 – 10th Street Boardroom / with masks

**Board Members present:** Jennifer Heerema, Krista LeSavage, Jenn Olivero, Ryan Enright, Harold Fleet  
**Committee Members:** Linda Fidler  
**Absent with regrets:** Taryn Hagan

**Convener:** Jennifer convened and brought the meeting to order.

Board: Full Slate 7 | Quorum: 4

**Disclosure of Pecuniary Interest:** none noted

**Guest, 8am:** Will Shannon Introductions.

**Minutes:** Board members received a draft copy of the February 7, 2022 Board Meeting for their reference and review (emailed, with hard copies at the table).

**MOTION** by Jenn O. to approve the D.I.A. February 7, 2022 Board Meeting Minutes as presented, seconded by Ryan, all in favour, ... carried.

**Accounts for Payment:**

D.I.A. Codes [21-8300-\_\_\_\_ ]

**MOTION** by Jenn O. to pay invoices as noted above, seconded by Krista, all in favour, ... carried.

[original invoices signed, then to Town's Drop Box for payment]

**Hanover's Community Improvement Plan (CIP):** 2021 Promo/D.I.A. \$6,000. allocated (max \$2,000/bus)  
J. Switzer Properties \$450. Oct.; Paramount/J.D. Lyons \$1,269.70 Dec. = \$4,280.30 remaining. Note Brutons Decorating to finish.

**Cameras/Video Surveillance:** Krista reported there was no update. Brian Tocheri & Sherri Hagan  
Note: a survey was sent to all Chamber & D.I.A. members asking if there was interest in a grant, but no replies. We will run the question once more.  
[a few suppliers did respond noting they have items and services]

## COMMITTEE UPDATES

### ■ Council Report

Harold reported there will be new businesses coming to town.  
A New Fire Hall Project is under review.  
Vicki McDonald has been appointed as Clerk.  
April 23rd will be Earth Day in Hanover with many plans.  
Work should begin this fall at the Queen's corner.  
Several residential complexes are planned.

## ■ Downtown Promotion

**January:** SM Promo: Template Ad (27 to-date), running previous ads intermittently.

**February:** 'Love Bird Luck of the Draw' [comments for draw on FB/IG] prize \$100 DIA's

**March:** Shamrock Hunt, 43 businesses posted Shamrocks [Selfie Promo to FB/IG] prize \$100 DIA's

**April:** Easter Word Scramble, 40 so far, more by end of day; [code to FB/IG] Apr. 1-19, prize \$100 DIA's

**April:** Springtime Shop & Win | Cost Share Chamber/DIA, \$2,500 Radio Sponsorship: Town In Store Draw Box or Spreadsheet, 1 entry per purchase, runs April 4-29. 52 so far, cut off Thursday night. Posters, till cards, \$60 Springtime S&W \$'s + \$20 value gift item from participants. Web Page for details. 2nd Annual.

**May:** Mother's Day tag the business you shopped at, or would send your mom with a GC ... options?

**June:** Father's Day options at next meeting.

**July/August:** Sizzling Sidewalk Sales in Downtown Hanover

**September:** Fall Market, held during Culture Days, with plans in discussion.

**October:** Pumpkin Carving Challenge 2nd Annual and TorT Trail 9th Annual

**Christmas Market:** plans are underway (no competition to DIA businesses). Discussion to ask for sponsorship from businesses on a project ... using the D.I.A. contact list to approach businesses.

**Christmas Decorating Challenge:** discussions.

**November & December:** Christmas Holiday Shop & Win, 10th Annual others?

## Other Business:

1. Will Shannon attended this meeting to see if he would be interested in joining the Board. ... yes!

**MOTION** by Harold to send our recommendation to the Town to elect Will Shannon, a new business owner in the Downtown, to the D.I.A. Board of Management, seconded by Ryan, all in favour . . . carried.

We will forward a Letter of Request to the Town.

2. Spring Banners have arrived, going up shortly as the Christmas lights & vinyl banners come down.

3. \$400 DIA/Chamber approved at Christmas, Chamber suggesting we take out 3 small adds for Shop & Win in The Post / costs share \$200 each. D.I.A. agrees to use toward this promo. [was not used to boost FB or spotify]

4. Harold: Lawn Bowling – invite to members in early April to add names to 150 letters for discounts.

5. Chamber invite on the horizon.

6. Table to next meeting: winter banners. Quote received for new vinyl Christmas banners for 2022 on 28 downtown poles; to ask for mock-up and image options for our May meeting.

7. Next meeting: Thursday April 21st , 8am - works for all at the table.

**DIA \$'s** Promo/\$Safe Shop'sNt'19: \$350/\$50. VDay-Sweep'20: \$200/\$10. GrHogDay'21: \$50/\$50. StPatty'21: \$50/\$50. VDay'22: \$100/\$100  
**S&W** Date/\$Safe: 2014 \$2,000 \$40 | 2015 \$3,000 \$20 / 2016 \$60 / 2017 \$0! / 2018 \$180 / 2019 \$180 / 2020 \$420 | 2021 \$4,260 \$2,780  
**Springtime Shop & Win** \$ in safe: 2021 \$4,200 \$2,380

Note: Our approved minutes will be sent to the Town, to be included in Council Packages and posted on the Town website.

**MOTION** to Adjourn: Krista (9:00 am)