

Hanover Downtown Improvement Area

MINUTES 2021

8:00am | Thursday February 18, 2021

Meeting Location: Zoom, 2 links

Board Members present: Jennifer Heerema, Taryn Hagan, Linda Fidler, Ryan Enright, Harold Fleet
Absent with regrets: Courtney Hopkins Board: 6, Full Slate: 7 Quorum: 4

Disclosure of Pecuniary Interest: none noted Jennifer convened and brought the meeting to order.

Minutes: Board members received a draft copy of the January 14, 2021 Board Meeting for their reference and review.

MOTION by Taryn to approve the D.I.A. January 14, 2021 Board Meeting Minutes, as presented, seconded by 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, all in favour, ... carried.

Welcome Guest: J.D. Lyons

2020 Year End Financial Discussions: A recap of the year end reserves was completed. The small surplus was a result in decrease promotions resulting from Covid-19, and promotions unable to run. That said, there were a few new initiatives run on social media. Extra funds were spent to keep our flowers watered to the end of September, as well as more admin costs resulting in C-19 information shared. The D.I.A. is in good shape.

Discussion in the cost to relocate items on the Queen's lot, noting these all are part of Economic Development, with the D.I.A. paying only to water the flower boxes and decorate at Christmas.

Façade Program: For the past 5 years, the D.I.A. has contributed to the Town's Façade Program, which encouraged improvements in the downtown core. With an original grant budget of \$50,000, we gave \$10,000. In recent years the D.I.A. has continued to give \$6,000 annually, however intake in these grants were reduced in recent years, leaving the D.I.A. portion at times almost 50% of the final grant donation.

Community Improvement Plan 2021: This year the Town will be matching contributions from Grey County, and opening this program town-wide with many facets. Given D.I.A. funds are to be used in the D.I.A. area, a proposed Grant Option was emailed earlier this week to the Board for review. Discussion held.

MOTION by Linda to implement the 2021 D.I.A. Façade, Building & Signage Improvement Grant and an Accessibility Improvement Grant as presented, seconded by Taryn, all in favour ... carried.

The 2021 \$6,000. Grant Fund will be first come, first served, for D.I.A. businesses approved under the new C.I.P. Grant, and falling into the two noted categories, for 10% of the approved application to a maximum of \$2,000. per application, in addition to Hanover's C.I.P. grant.

A D.I.A. cheque will be issued and accompany the Town's cheque, giving recognition to the D.I.A.

Noted: if the full \$6,000 is used, but another approved project warrants, this amount could be increased.

J.D. presented the D.I.A. 2021 Budget to Council on February 1st, and was thanked for his continued involvement with the D.I.A. projects and financials.

Committee Updates

■ **Community Improvement Partnership** – Taryn

The Dissolution process continues through Reps: April (Town), Adam (Chamber), Taryn (D.I.A.) Inventory of assets will be forwarded to the Board for review, and suggestions requested. Many items which could be used by the partners or community groups will be stored by the Town, with other items for donation or for sale. Input is requested by Tuesday afternoon, in advance of the Feb. 25th meeting.

Up to date financials for both C.I.P. and Sights & Sounds were reviewed by Taryn. Discussion regarding use of these funds, or clearing all funds back to the partners to use at their discretion going forward. Options and suggestions discussed at length.

All D.I.A. Board Members present were in agreement that these funds should be returned to the partners, to use at their discretion. Taryn will bring this information to the next meeting.

■ **Council Report** – Harold

The P&H Centre is set up and ready to begin the vaccination process once vaccines arrive.

Brian Whaling will tear down and rebuild in their current location. Tender Pizza will open in their new location in late spring or early summer, as the new gas bar begins construction. Revera's plans are to move ahead in the spring. A proposed apartment build should begin on the Queen's Lot this spring, noting the County has no issues with traffic, and approved parking access from 7th Ave. and 10th Street. [The Saugeen Municipal Airport was planning to host the Snow Birds – now looking to 2022 re C-19]

■ **Downtown Promotion** – Taryn

- ◆ **Social Media 2021:** Discussion from November's meeting noted we contacted two people to run a Social Media program on behalf of the D.I.A., but no replies or follow-up received.

Taryn searched and reached out to our D.I.A. members, asking to tag 'Downtown Hanover' and we would share 5 Member posts per month, limit of 2 posts per day, now with a steady stream of tags.

Taryn noted time needed to contact members, with that job now completed. From here on these promos will take less time. We were willing to pay for this service in November, and thank Taryn who will take on this project.

- ◆ **Groundhog Day 2021:** A prize of \$50 D.I.A. Dollars was awarded, building our audience. We had a 1,000% increase on our Facebook, and 9,000% increase in Instagram which was new and underused.
- ◆ **St. Paddy's Day 2021:** Discussion for a new promo, \$50 D.I.A. Dollar prize, start date March 12th.

Other Business:

1. Flowers: moss baskets ordered (good for 2 years), and have requested bright & vibrant colour this year.
2. Petty Cash: discussion on an envelope last used in 2006 will be returned to our account.
3. Christmas Décor: electrical plugs on street lights need to be replaced.
4. Board Position: Harold approached a D.I.A. member, who will be invited to our March meeting.
5. Administration Hours: previously paid annually, now suggesting monthly and track by admin/project.
6. Meeting Dates | Third Thursday. Next meeting: March 18, 2021 8am Zoom/214–10th Street

MOTION to Adjourn: Ryan 9am