

**Main Street Hanover
Design and Promotions Committees
December 9, 2009
Minutes**

Attendance:

Laura Becker, Drew Derreth, Lisa Duffy, Dee Garber, Heidi Hormel, Janette Krenzer, Gary Laird, Marvin Mulhausen, Henry Senatore, Krystal Smeak, Jackie Sneeringer and Melissa Speal.

Downtown Cleanup:

About 20 students from South Western Key Club cleaned the square of leaves and debris on Saturday, November 21st. Service clubs decorated square. Recommended that schools rotate to clean up square throughout the year. Gary to schedule.

Tree Lighting Ceremony:

Tree was erected with the help of volunteers from Home Depot and the Key Club on Saturday, November 21st. Tree Lighting Ceremony was held on Friday, November 27th from 7 - 8 p.m. The event featured carolers and a horn section. Lisa, Laura and Dee surveyed attendees about the evening. Eleven people were surveyed, five of which attended for the first time; two for two years; three for three years; one for four years and one for five years.

Majority of people learned of the event through the newspaper, word of mouth and street banner. The majority of people that attended are Hanover residents and from outside the area, including Maryland. The majority enjoyed the entertainment the most.

Recommendations for next year include: real tree, kids choir, placement of star along with the tree, and others. Committee discussed the thought of having transition events from the Santa parade at 9 a.m. to the lighting at 7 p.m. Thoughts: move tree lighting to 5 or 6 p.m.; move to Saturday, Santa to walk around, etc.

Those surveyed also shared that they go downtown other times throughout the year, mainly for recreation and dining. All but one said they would be interested in attending a monthly or quarterly downtown event.

Entertainment was organized by Rene and Jessica Staub. Hot chocolate donated by Starbucks. Letter to the editor was also submitted.

Old Business:

Create user map for downtown parking locations.

Create a common look for municipal lots

First Friday event.

Invite former mayors Maggie Hormel and Gary Brown to next meeting to discuss Beautification project. Mid-January time frame.

Facade Program:

Goal is to develop a grant component to the existing façade program. Henry edited a lot of the existing document and sent to Julie Fitzpatrick, PA Downtown Center, for her review. She and a fellow architect will review and provide input. Recommendations are to add photos to application. Once guidelines are updated, Borough can apply for \$30K grant. This will help the current program more attractive. Goal is to have it moving along for the first quarter in 2010.

Marketing/Promotions:

Need to develop logo so we can produce letterhead, envelopes, etc.

Develop collaborative marketing efforts with merchants.

Support focus groups.

Updates:

Organization Committee: Articles of Incorporation approved. Plans to draft bylaws and file 1023 form. Nominating committee to be formed to select Board of Directors.

Economic Restructuring: Develop focus groups and establish dialogue with property owners.

Next Meeting:

Mid-January with former mayors. Heidi to contact. Promotions Committee to meet immediately after Design Committee.