

**Main Street Hanover
Design & Promotion Committees
10/05/2009
Hanover Chamber Office**

This was the first meeting that introduced the Promotion Committee. Because Design will work closely with Promotion, they committees will meet together for a while.

Gary reviewed the Main Street Work Plan with the committees.

Gary reported that the Hanover Chamber has a restricted fund for Christmas decorations. Money from this fund is generated by donations from downtown and Eisenhower Dr. merchants. Monies go toward annual costs of hanging and removing Christmas decorations, Santa and the Christmas Tree Lighting. The Chamber is purchasing a 25-foot Christmas tree for Center Square. The tree is pre-lit and pre-decorated. It comes in a crate that when plugged in, will erect itself in stages. Cables will still be used to secure the tree.

Projects are as follows:

<u>Task</u>	<u>Schedule</u>	<u>Responsible</u>
Downtown Parking Map	October 2009	Melissa
Downtown Newsletter	Nov/Dec issue	Melissa to design. Laura & Dee to distribute.
Clean Up Day	Nov. 21	Marvin and Gary to coordinate volunteers. Marvin and Gary to contact Key Clubs. Council of Churches, YMCA & YWCA also potential resources.
Christmas Tree	Week of Nov. 23	Gary to coordinate volunteers. Need 3-4 people. Melissa to contact Council of Churches to include event in local church bulletins.
Tree Lighting Ceremony	Nov. 27	Need a coordinator. -EPAC entertainment -Encourage merchants to stay open late -Work w/library to a book reading, perhaps "Twas the Night Before Christmas" -Hot coco/coffee

Misc.

Incorporate Emmanuel UCC home tours with holiday activities

Santa hours begin Nov. 27

Encourage merchants to decorate windows.

Have reviewers walk around during these activities to see who is and isn't participating. What worked. What didn't, etc. Idea of wreaths to tie together the downtown. Merchants would decorate a wreath and have it judged. It was decided that this may be better for next year to allow time to work out the details.

Next meeting - 10/21 at 4pm Design and Promotion