

## **Hanover Revitalization Committee Minutes - February 2009**

Hanover Chamber President Gary Laird opened the meeting with a brief summary of the project to assist new committee members and to refresh current members. The new Chamber web site: [www.hanoverchamber.com](http://www.hanoverchamber.com), has a tab specifically for Downtown Hanover. At the Downtown Hanover web page you will find the monthly meeting minutes.

Gary mentioned again that the project has received two anonymous donations totaling \$10,250 to help with any expenses. Another good fortune is that the Fulton Bank has informed the Chamber that a donation to the Main Street Hanover organization will be made each time a new Checking Account is opened.

On March 23, starting at 4 pm, all workgroups will meet at the same time to prepare for the Community meeting in April.

Each of the three workgroups that met on Tuesday, February 24 discussed and voted on Mission statements that have been suggested. The majority of members were satisfied with the statement:

"Main Street Hanover brings together diverse community interests and resources to promote the economic vitality, architectural heritage, and cultural vibrancy of the downtown business district for the benefit of the greater Hanover area."

Julie Fitzpatrick asked each task group to begin to complete a workshop tool to help determine the organization Vision. The SWOT method isolates Strengths, Weaknesses, Opportunities and Threats to the accomplishment of a revitalization effort in downtown Hanover. The members also need to use at least three words to describe their vision of downtown in ten years in each of the following areas: Organizationally, Physical Character, Image, and Economic Character.

**ACTION:** Members must bring the completed exercise to the March meeting or get it back to Gary should you not be able to attend in March.

### **Organization Task Group**

The activities documented from the January meeting are still in progress. Gary and Dan have begun to develop a Nominating Committee to seek candidates for a Board of Directors. There is no impediment at this time to our use of "Main Street Hanover" to describe the organization. As described above, Gary and Henry consolidated a few Mission Statements and all task members discussed the options.

### **Economic Restructuring Task Group**

Anita reported on the first meeting with student volunteers who will coordinate with businesses to assure completion of the Business Owners Survey. Pairs of students from Delone, Hanover and Southwestern High Schools will each arrange to interview about 3-4 business owners during the weeks of 3/16 and 3/23 as well as on two Saturdays, 3/21 and 3/28. The students are members of school Interact Clubs, Key Clubs, and/or National Honor Society. Meetings with students are planned for February 23 and March 9. The Chamber will look into the possibility of placing the survey online and then asking a sample of downtown businesses to complete the Survey electronically.

Gary mentioned that 3%, 10-year term loans up to \$35,000 were available to businesses for façade and signage improvement.

It was suggested that we make it known to area contractors that any excess building materials they may want to donate could be used to reduce cost in downtown building improvements.

Actions:

1. Narrowing down potential anchor buildings - in progress with Ryan
2. Business Interviews - Anita and Students
3. Online Survey - Gary
4. Any adult volunteers to help students - contact Anita

**Design Task Group**

Dee has, remarkably, managed to complete the photo project to capture the current facades of buildings in the downtown area. The new photos will compliment those provided by Borough Manager Bruce Rebert based on an earlier (1968) project. We are grateful to have this photo journal that will represent the past, present and future of Hanover, the transformation of buildings, parks, alleys and open space, and it will be a valuable asset to the Main Street program.

Drew and Gary mentioned that with all of the work completed to date we are on our way in the transition from three task groups to a Main Street Hanover non-profit 501(c3) organization with similar committee structure under a Board of Directors.

It was agreed that Margie, Dee and Patty would work on a Facade-related sub-committee.

Marvin Muhlhausen agreed to coordinate the Parking sign project with Henry Senatore and Michael Riebling. Marvin will talk with the Borough office and the committee members will determine the best placement of available signs. Since the number of parking signs is limited at this time by budget it places importance on the Parking Awareness program to educate people that there are public parking places available in the downtown area. We still need to determine where additional directional signs are needed to direct people to the parking lots from major downtown access points.

Action:

1. Facade Sub-committee - Margie
2. Parking signs sub-committee - Marvin
3. Pamphlet and laminated parking map - Gary
4. Beautification Projects Sub-committee - To be determined