

**Main Street Hanover (MSH)  
Minutes - April 28, 2010**

**Design Committee**

**Downtown Clean-up** - There was good attendance at the clean-up activity. There were about fifteen Southwest students and three Girl Scouts plus all of the parents and friends and committee members. Activities were completed from 9am to about 11:30. Lowes and Hanover Home & Garden donated plants, such as pansies, that were planted around trees. The ground was hard to dig and it was suggested that some mulch be applied next time. A member has offered some hosta plants that can be used to beautify downtown.

**Beautification** - The Chamber will be sending out additional letters soliciting donations to support the \$5,000 budget needed for this activity. About 16 large pots and eight hanging baskets will be used. The Friends of the Library organization paid for the plants for Guthrie Library. It was decided to wait for the last danger of frost, about Mother's Day, to put out the plants. The current and prior Mayors as well as Borough staff involved in the hanging of plants will be asked to take part in an advertising/marketing photo for the newspapers.

**Design Guideline** - Our updated Guide has been approved by York County. The Borough now needs to complete a Grant application for \$30,000.

**Hanover Dutch Festival** - Since the Jaycee's are not able to staff the Children's Carnival area at Wirt Park there was discussion about whether or not MSH could utilize the park for activities. Many ideas were thrown out, e.g., corn bingo, ice cream sales, music performances by Lyric, Hanover Symphony, epac Academy, or an art-in-the-park type activity with artists and artisans demonstrating their skills. Some members will make contacts to see if any organization can participate, e.g., Key Clubs at High Schools. Like the Jaycee's the issue will be whether there is enough interest in MSH to staff any fund-raising or awareness activities at the Festival.

**Streetscapes and Parking** - While Parking signs have been posted throughout town to emphasize the location of the various parking lots we would want to identify the lots with a common theme of banners or signage too. The Chamber will contact consultants who have assisted other Main Street towns with parking issues. Such a project would require funding of the consultant, the product (i.e., banner/signs), and ongoing maintenance, plus the approval and involvement of the Borough.

**Promotion Committee**

A fruitful meeting was recently organized by the Chamber with various local businesses with the common theme of Clothing and Accessories. Furs by Sue, Baker's, Treasures and Clarke's were among the participants. They recommended that more regionally focused advertising would foster business and awareness of downtown. It was reported that many new residents, those living here five or more years, were unaware of the downtown stores and restaurants. This lack of awareness of downtown could be addressed by more advertising to about a 50 mile area, e.g., Carroll and Frederick Counties and Gettysburg. A special sale event is being organized for May 5 and it will be advertised on 98.5FM/1280AM. The local businesses were also amenable to having First (Thursday, Friday, Saturday) type events. The store owners would allow, for example, having a musician play in front of the store during such a special event. Some of the suggestions would best be addressed by store owners creating a Merchant's Association that could meet regularly and coordinate with MSH.

**Discover Hanover** - Members were asked to think about how Downtown Hanover and Main Street Hanover could be marketed as a destination. Some updated methods of quickly doing news releases were discussed, such as Facebook, to create more interest in Hanover events and downtown shopping opportunities as well as tourist interest in Hanover history and architecture.

**Next Meeting: May 26 at the Chamber office. Design at 4 p.m. Promotion at 5 p.m.**