
ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, April 18, 2018 | 9:00am
Saugeen Room / Civic Centre

MEMBERS PRESENT	Dave Eccles Bev Morgan Mike Schierz Dave Hocking Peggy Sickel Selwyn Hicks
REGRETS	Dave Schefter Dave Ford Curtis Schmalz
OTHERS PRESENT	April Marshall Brian Tocheri Don Tedford Brenda Goetz Taryn Hagan
DISCLOSURE OF PECUNIARY INTEREST	Nil
DELEGATIONS	Nil

DISCUSSIONS & DECISIONS

1. **Adoption of March 21st, 2018 Regular Meeting Minutes**
Moved by SELWYN HICKS / Seconded by BEV MORGAN
THAT the minutes of the March 21st, 2018 regular meeting be approved as printed and circulated.

CARRIED
2. **Business Arising from Minutes**
Nil
3. **Economic Development Strategic Plan Goals & Action Plan Updates**
 - 3.1. **Growth**

S. Hicks stated that the Town is awaiting the amended draft of County of Grey Official Plan Update, in anticipation that the wording reflects the Town's position regarding boundary expansion.
 - 3.2. **Demographics**

New to Grey Diversity Training is being held May 1st from 6:00 to 8:00pm at the P&H Centre, Lions Den. This training will provide employers and community organizations a base for being a welcoming community and understanding cultural differences in the workplace.

Saugeen Connects is awaiting a funding approval announcement for applications submitted. This project is being led by SEDC, in partnership with Minto, Wellington North, West Grey, Hanover and Brockton. Succession Matching will be the first project initiated within this program. We are also partnering with New to Grey on delivering the Diversity Training workshop.

Engagement

Community Profile / Investment piece is complete. A. Marshall circulated copies of the document.

The next joint EDC meeting with Brockton and Hanover is planned for June 20th from 9am-1pm at the Walkerton Water Centre in Walkerton; with facilitation around providing strategic planning considerations for the Airport being included.

A. Marshall is working with Grey County to conduct an AG BR&E. A total of 5 local businesses have been identified, the first interview with a Hanover business is being held on Friday, Apr. 20th.

The Town is currently promoting Intake 5 of the Façade Incentive Program, with a deadline for submissions being May 31st, incorporating public art. The kick-off of the new incentive is updating the large Hanover mural at Heritage Park. The RFP closed, with three proposals received. The Committee is recommending entering into an agreement with Artist, Gary McLaughlin. It is anticipated that this project will be completed in time for Culture Days in September. Approximately \$44,000 of funding announced for Ontario's Main Street Revitalization Initiative for Hanover will be contributed towards these projects and other downtown improvements, to be used by March 31, 2020.

WOWSA is planning a "Hanover Owned by Women Tour" on May 17th, visiting Temptations, Harriet's, Vi-Leens and Norm's restaurant. This event is sponsored by Meridian. Busses are coming from Harriston and Mount Forest

3.3. **Arts & Culture**

A working group is being assembled to include sectoral representation. Members are: EDC rep – Dave Hocking; EDC rep / Back Porch Events – Dave Schefter; EDC rep / Saugeen Artists – Bev Morgan; Hanover Community Players – Dianne Mather; Hanover Heritage Committee – Al Morrow; Hanover Library – Staff or Board Rep. It was suggested to contact Pat Butler from the Film Society. First steps are to finalize and issue the RFP in May, and to have the consultant in place for June.

3.4. **Tourism**

A. Marshall participated in an Airport strategic planning session last week. Next steps: engage airport stakeholders through their own planning exercise on May 7th and with EDC members at the joint meeting planned for June 20th.

With respect to hotel attraction, A. Marshall reached out to James Lynn, Senior Investment Consultant with Ontario Ministry of Tourism, Culture and Sport. Mr. Lynn offered the following information:

- Who owns the Best Western located in Walkerton? Do they have an exclusivity agreement?
- Must identify need first – Investors are looking for study to be completed. The study can help target investors – it takes one step on their behalf and provides a compelling business reason on why they should come.
- Tourism Development Fund – open all of the time
 - o Hotel feasibility study approximately \$10k - \$20k – receive up to 50% of cost
 - o Will help bring in partners *CBRE companies
 - o Identify land site(s) and make attractive (servicing/incentives)
 - o Provide stats – occupancy, events, tourists, corporate business, tournaments, etc.
 - o Off-season can be concerning
 - o Requires approximately 2 acres
- After study is complete, Town can meet the Investor Dragons (during the Fall) where they match municipalities with investors to plan, pitch and present business cases

Subsequent to a very good discussion, it was then;

Moved by DAVE HOCKING / Seconded by PEGGY SICKEL

THAT the Economic Development Committee support pursuing the submission of an application for funding with the Ontario Ministry of Tourism, Culture and Sport to complete an Accommodation Feasibility Study;

AND FURTHER THAT staff collaborate with Gateway Casinos on their interest to partner.

CARRIED

4. **Grey County Economic Development Update**

The Business Enterprise Centre moved to Grey County's Administration Building and joined the County's Economic Development Department opening on April 3rd, with two new staff being hired. The Centre will move to the new Regional Skills Training, Trades and Innovation Centre scheduled to open in Sep. 2018, with a satellite location at Launch Pad two days a month. They are accepting applications from individuals aged 15 to 29 years, for grants up to \$3,000 to start or grow a business in Grey County under the Summer Company program. A "How to Really Start a Business" workshop is being organized in Hanover in May. A presentation relating to the Centre will be delivered at the Chamber luncheon on May 8th.

A. Marshall attended the EcDev tour this past Friday and was provided with detailed information about what is happening in Southern Grey County. Approximately 30 persons accompanied the tour.

5. **Launch Pad Update**

SEDC Transportation Program is underway for youth who attend schools in Walkerton, Chesley and Durham and participating in After School Programs.

Summer Programs have been announced, with an overwhelming response. Some programs are already sold out.

A new Program Manager has been hired.

Exceldor Foods have committed to sponsorship of \$5,000 per year for the next 5 years.

6. **Community Improvement Partnership Report**

T. Hagan is finalizing the 2018 Visitors Guide.

The Summer radio program is being arranged.

T. Hagan was pleased to reveal the new Sights and Sounds logo; feedback has been very positive. There are new programs being introduced at this year's event. Hanover Raceway will be featuring local entertainment at the Dream of Glory Eliminations, and a shuttle will take attendees from the Raceway to the Street Dance.

7. **Website & Social Media Analytics**

A. Marshall updated the Committee with analytics from the past month The Town's website currently has 6,800 Users, 6,200 New Users and 26,870 Page Views. Top cities visiting the Town's website come from Hanover, Toronto and Saugeen Shores. Facebook reach is 16,994, an increase of 90%, with page visits originating from Hanover, Walkerton and Durham respectively. Twitter impressions are 29,700, with the top Tweet being about the Bio-solid holding tank roof placement. There was over 10,000 views of #prayersforhumboldt.

8. **Correspondence**

8.1. **Hanover Building Stats – 1st Quarter Report 2018**

D. Tedford highlighted the report.

8.2. **EmployerOne 2018 Survey Observations**

A. Marshall outlined the results of the study, emphasizing the same issues remain and are growing in relation to finding a skilled labour force. 555 businesses (plus 85 partial responses) from Bruce, Grey, Huron and Perth participated in the survey, collectively representing over 35,000 employees.

Saugeen Connects are utilizing the findings to direct initiatives.

“New to Grey” initiatives will assist with the integration of newcomers into neighbourhoods and the labour market.

9. **New Business**

Nil

10. **Adjournment**

Moved by DAVE HOCKING

THAT this meeting now be adjourned at 10:35am.

Chair, Dave Eccles

Committee Secretary, April Marshall