

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, December 15, 2021 | 9:00am
Virtual Meeting via Zoom

MEMBERS PRESENT Chair Dave Eccles | Dave Ford | Alicia Mawhinney | Bev Morgan | Tammy Louthier | Dave Hocking | Jason Radstake

REGRETS Mike Schierz | Curtis Schmalz (both absent with notice)

OTHERS PRESENT April Marshall | Brenda Goetz | Don Tedford (arrived at 9:30am) | Emily Morrison | Andrew Wilken

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

1. **Adoption of November 17th, 2021 Regular Meeting Minutes**

Moved by BEV MORGAN / Seconded by TAMMY LOUTHER

THAT the minutes of the November 17th, 2021 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

Nil

3. **Strategic Plan Goals & Action Plan Update**

3.1. **HIPP - Hanover's Innovative People Program**

A. Marshall advised that funding portion of the project has wrapped up for HIPP and the website is operational. A campaign to promote the Cultural Matchmaker Quiz was executed through November and realized 1900 participants.

A. Marshall and E. Morrison are discussing engaging employers to promote the Apprentice Toolkit in early 2022.

The Lifestyle Campaign promotion will move forward in the spring.

Catapult Grey Bruce empowers entrepreneurs with connections, knowledge and space at Sydenham Campus in Owen Sound. A. Marshall has begun discussions for Hanover to become a hub for the tech network that will also involve Launch Pad, to promote under the HIPP Entrepreneur pillar.

3.2. **Business Retention & Expansion**

A. Marshall updated the Committee members regarding installation of a third EV charger. Associated costs are substantially greater to install at the P & H Centre, as opposed to Heritage Square (adding to existing unit). Other enforcement issues must be addressed relating to parking in these spaces. A survey will be created to get feedback from the private sector as to their plans to establish EV chargers in Hanover, while promoting the benefits.

A. Marshall has met with the Chamber representative and reached out to the County of Grey concerning truck traffic and truck noise in the downtown core. There are many considerations to detouring this traffic. We will continue to monitor for the time being.

3.3. Saugeen Connects

A. Marshall circulated Saugeen Connects Strategic Plan for 2022. 'Immigration' pillar has been changed to 'Workforce' to better represent and encompass the support that we would like to give employers as a whole to help combat recruitment issues, while complimenting Grey Bruce Local Immigration Partnership's efforts.

Saugeen Connects is hiring a part-time Project Coordinator to assist in administering events, training, marketing and other economic development initiatives. This position will assist with marketing tools and seek out grants that support initiatives.

4. Grey County Update

The link for the digital version of [Made In Grey – Recovery](#) was provided to the Committee members.

5. Launch Pad Update

A. Marshall stated that the new brand will be launched in early 2022.

E. Morrison highlighted the Impact and Viability Report for Neptune Scoops, a third party assessment prepared by Elly Green, Jenna Stevenato and Shaylyn McKay. The Report detailed the successes / challenges and areas for improvement. Seven youth were hired to operate the social enterprise ice cream truck. Launch Pad Board of Directors are currently assessing continuing with this initiative next year.

Deputy Mayor Hicks expressed during budget deliberations that value should not always be monetary, as a Municipality cannot put a price on youth experience.

6. Hanover Chamber of Commerce Update

C. Schmalz extended his regrets. A. Marshall reminded members that the Holiday Shop & Win event ends on December 17th with \$4,200 in Chamber Bucks being given out. The 71 participating businesses are giving out additional prizes as well.

It is noted that Chamber Bucks can be purchased and make great gifts. Sales for 2021 have exceeded \$10,000.

Grey County Chambers of Commerce's, with member municipalities, are collaborating on a Support Local initiative that they received funding for. Businesses are able to put special offers on the dedicated website.

7. Saugeen Municipal Airport Update

D. Hocking updated the Committee members. COPA 54 (pilots association) implemented flight broadcasting system for aviation safety. Rust Remover event is being planned with an invitation to pilots from other areas. COPA Kids Event is also being considered for 2022.

D. Hocking stated that there has been a significant increase in flight traffic, partially due to the restaurant being available.

8. **Correspondence**

8.1. Town of Hanover Guideline to Resuming In-person Meetings

Hanover Council conducted their first hybrid Council Budget Meeting on Monday, December 13th at 4:00pm.

It was agreed to continue Committee meetings virtually, until further notice, especially considering current COVID trends.

8.2. Economic Development Committee 2022 Meeting Schedule

The calendar highlighting proposed meeting dates in 2022 was circulated to the Committee members.

9. **New Business**

D. Hocking apprised the Committee members regarding Budget Deliberations.

A. Wilken updated the Committee members with new developments occurring within Town.

A. Marshall shared the aerial imagery of the Business Park and directed members to view the webpage and story map.

D. Eccles extend holiday greetings to all members of the Committee and staff.

10. **Adjournment**

Moved by ALICIA MAWHINNEY

THAT this meeting now be adjourned at 10:04 am

Chair, Dave Eccles

Committee Secretary, April Marshall