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## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, February 17, 2021 | 9:00am  
Virtual Meeting via Zoom

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<b>MEMBERS PRESENT</b>	Chair Dave Eccles   Dave Ford   Bev Morgan   Dave Hocking   Marie David   Mike Schierz
<b>REGRETS</b>	Curtis Schmalz   Ed Hotchkiss (with notice)   Alicia Mawhinney (with notice)
<b>OTHERS PRESENT</b>	April Marshall   Don Tedford   Brenda Goetz
<b>DISCLOSURE OF PECUNIARY INTEREST</b>	Nil
<b>DELEGATIONS</b>	Nil

### DISCUSSIONS & DECISIONS

1. **Adoption of January 20th, 2021 Regular Meeting Minutes**  
**Moved by DAVE HOCKING / Seconded by DAVE FORD**  
THAT the minutes of the January 20th, 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. **Growth – Plan, new development update**

D. Hocking and D. Tedford apprised the committee members relating to recent meetings conducted between the Town and Municipalities of West Grey and Brockton in relation to discussing Hanover's growth. The sub-committee comprises of Mayor Sue Paterson, Councillor Dave Hocking, CAO/Clerk Brian Tocheri and Director of Development Don Tedford. Conversations have been positive. D. Tedford outlined the 3 scenarios: amalgamation, annexation and agreements (i.e. servicing, zoning, permits, etc.)

A. Marshall shared some new development that is being proposed within the Town; the first being for 223 10<sup>th</sup> Street (former Queen's Hotel site) and the second being located at 936 10<sup>th</sup> Street (Wand lands). Both developments encompass a mix of commercial and residential uses.
  - 3.2. **Demographics – Saugeen Connects, The Apprentice campaign**

Saugeen Connects Advancing Women Economically (AWE) and Succession Planning webinars are going well and are a great resource for participants. Recently, My Scissors & I has signed up for Succession Matching, as the owner is retiring. The owner currently has 250 clients, and is attempting to assess value of the business.

Hanover's Innovative People Program (HIPP) is partnering with Launch Pad to take an inventory of apprenticeship opportunities in our region and to promote training through the Apprenticeship Campaign. The campaign will drive awareness, by targeting 13-16 year olds to make them aware of apprenticeship opportunities and how charting this path can lead to exciting careers.

3.3. **Engagement – BR&E, CIP, Start Up Sarah campaign**

A. Marshall is working with OMAFRA to utilize their survey system and data software to extract baseline data, prior to commencing an update of our Business, Retention & Expansion COVID-19 survey.

A. Marshall is developing the CIP application, agreement and marketing materials to launch in March. DIA confirming offering a top-up grant for downtown properties – 10% of approved project cost, up to a maximum of \$2000. SEDC has also partnered with the Town to offer a Business Improvement Loan that provides 50% of the matching funds required for commercial revitalization projects.

Hanover's Innovative People Program (HIPP) has designed a campaign called Start-Up Sarah that will leverage the CIP start-up incentive and additional business supports (Succession Matching coupon codes) available in the community as a way to entice new businesses to put down roots and thrive in Hanover.

Editorial content for the upcoming Business Outlook special feature publication will announce HIPP. Ad promotes how you can support local business.

3.4. **Arts & Culture – Cultural Roundtable, Matchmaker campaign**

The Cultural Roundtable held a successful Cultural Exchange Event for New Residents on January 21st with 831 views on Facebook to date. They also supported Family Day Activities (Ice Sculpture display in Heritage Square) and have started an Artist Spotlight feature on social media.

A. Marshall has submitted an application to RED for Civic Theatre functional improvements. Although some issues are mandatory, Hanover Council has agreed that all improvements be completed at the same time.

HIPP – Matchmaker campaign will have a local lens on it to encourage residents to learn about and participate in existing arts and cultural experiences throughout Hanover by matching them with a custom cultural itinerary based on their individual profile. It will leverage the depth of cultural assets mapping and connect them to volunteer opportunities too.

3.5. **Tourism – Wayfinding, Entertainment District | Vegas North campaign**

A. Marshall stated that the first phase of implementation for wayfinding signage have been manufactured and delivered, including trail signs; to be erected in the spring.

Wayfinding incorporates designation of the Town's 'Entertainment District'. HIPP – Vegas North, new resident recruitment, will assist with filling the labour gap by leveraging Hanover's developing entertainment district to create a festival city vibe that will be attractive to urbanites looking for a new community to live in.

4. **Grey County Economic Development Task Force**

Grey County is hosting the Grey Bruce Virtual Job Fair on March 10th. An overwhelming response has been received – 110 employers registered to date – almost sold out. Free for employers to participate.

Working on providing development and investment training to municipalities.

Catapult Mentorship program – open to 20, most spaces filled.

5. **Launch Pad Update**

Launch Pad is participating in feasibility assessment for social enterprise development (Ice Cream Truck) and working with a consultant on a Fundraising Campaign.

Will be updating Launch Pad branding as part of HIPP campaign. Much collaboration needed and participation by Launch Pad. Coordinating with Skill Development sub-committee.

Emily Morrison invited to participate in EDC's next meeting.

D. Hocking reminded members to complete the survey, as the deadline for submissions is tonight.

6. **Hanover Chamber of Commerce Update**

A. Marshall stated that the Chamber is working on the Annual General Meeting and Awards event. The Town is sponsoring the Young Entrepreneur Award. The Event has been postponed until June, and will be held at the Hanover Drive-In.

The members reviewed some new developments e.g. Stacked Pancakes, Ten-Der Pizza relocation, MacEwen Gas bar/carwash. The commercial vacancy rate is healthy, and the Town continues to receive inquiries. The members also discussed the retail marijuana market, and potential locations.

7. **Saugeen Municipal Airport Update**

D. Hocking updated the Committee members. The Board decided to close one runway during the winter season, due to cost for snow removal and weather. The sub-committee established to organize the Canadian Forces Snowbirds have corresponded with Grey-Bruce Public Health. A decision whether to move forward with the event will be made soon. The committee members generally agreed to delay the event until next year.

8. **Correspondence**

8.1. **Saugeen Connects International Women's Day featuring Diane Crawford**

The above notice was circulated for information purposes.

9. **New Business**

Nil

10. **Adjournment**

**Moved by DAVE HOCKING**

THAT this meeting now be adjourned at 10:29 am

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Chair, Dave Eccles

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Committee Secretary, April Marshall