

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

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

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**MEMBERS PRESENT** Chair Dave Eccles | Dave Ford | Mike Schierz | Alicia Mawhinney | Bev Morgan | Tammy Louthier | Curtis Schmalz (arrived at 9:11am)

**REGRETS** Dave Hocking | Jason Radstake (absent with notice)

**OTHERS PRESENT** April Marshall | Brenda Goetz | Emily Morrison | Andrew Wilken

**DISCLOSURE OF PECUNIARY INTEREST** Nil

**DELEGATIONS** Nil

### DISCUSSIONS & DECISIONS

1. **Adoption of October 20<sup>th</sup>, 2021 Regular Meeting Minutes**

**Moved by MIKE SCHIERZ / Seconded by BEV MORGAN**

THAT the minutes of the October 20<sup>th</sup>, 2021 Regular Meeting be approved as printed and circulated.

**CARRIED**

2. **Business Arising from Minutes**

A. Marshall updated the Committee relating to Item #3.3. This matter was discussed with Building Maintenance and Parks & Recreation staff to assess an appropriate area to install the existing EV charger currently in stock. Staff are awaiting a quote from Westario Power. D. Ford suggested connecting with Hallman Motors, as General Motors plans to install 40,000 charging stations in Canada. A. Marshall further stated that 6 Tesla charging stations were recently installed in Mount Forest at the Canadian Tire by their local power company.

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

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

HIPP was launched on November 3<sup>rd</sup>, 2021 with a media release. The Cultural Matchmaker quiz direct target marketing is currently being executed. The site has had 600 visits so far.

It is anticipated that more content will be developed and target marketing will occur next Spring.

The Apprentice Toolkit for employers will be distributed soon. E. Morrison suggested that she and April hand deliver the documents to further engage employers.

3.2. **Business Retention & Expansion**

Hanover Council ratified the October 20, 2021 EDC minutes at their meeting of November 15, 2021, for which included the 2021 Report. Presentations were made to Downtown Improvement Area (DIA) and Hanover Chamber of Commerce. Feedback from these organizations included security, truck traffic and truck noise.

It was determined that an Ad-Hoc Committee be established to address these concerns, but being cognizant of the current supply issues being experienced by all businesses due to the COVID pandemic. Additionally, the Committee discussed that it may be prudent to discuss traffic issues with County of Grey.

### 3.3. **Saugeen Connects**

A. Marshall updated the Committee by advising that WOWSA (Women of Wellington Saugeen Area) will be under the direction of Saugeen Connects moving forward. This will keep the momentum moving forward and compliment the 'women pillar' of Saugeen Connects mandate.

Saugeen Connects is hiring a part-time Project Coordinator to collaborate with a multitude of partners, businesses, contractors, affiliates, and service agencies to deliver successful initiatives that support our mission.

### 3.4. **Tourism**

A. Marshall advised the Regional Advisory Committee that meet quarterly have been held for member municipalities along the Saugeen watershed (SEDC partners) and they recently discussed collaborating to develop a tourism product related to the Saugeen River, however many don't have the infrastructure or assets associated with the river to advance the initiatives. Subsequently, the Municipalities of Saugeen Shores, Arran-Elderslie, Brockton and Hanover identified that they have access points and river activity, which has prompted further discussion amongst these areas to join together to further explore product development and marketing opportunities.

## 4. **Grey County Update**

In response to local labour shortages, partners of the Grey Bruce Virtual Job Fair are hosting a virtual event on Tuesday, November 23, from 2:00 to 7:00 p.m. Thousands of jobs are available amongst the one hundred of registered employers (maximum capacity has been met for the platform). County of Grey is hosting registrations. The event is advertised on Town of Hanover website at <https://www.hanover.ca/events/grey-bruce-virtual-job-fair-2>.

Made in Grey previously distributed printed editions to local county households. It has been decided to not continue this practice. The publication will be available electronically only and a year end review publication is currently being coordinated.

Bryan Plumstead, Manager, Grey County Tourism has announced his retirement at the end of this year. Committee members wish him well.

## 5. **Launch Pad Update**

E. Morrison announced that one of their volunteers were recognized with the prestigious Irwin National Tradesperson of the Year Award, from 1,200 applications submitted.

Field trips started 2 weeks ago, with 30 students from Owen Sound attending Launch Pad. Weekly trips are being scheduled for remainder of the year.

January Program listing is being developed.

E. Morrison will be presenting the final report for Neptune Scoops at our next meeting.

6. **Hanover Chamber of Commerce Update**

C. Schmalz updated the Committee members. Trick or Treat Trail Event was very successful, and received accolades from participants and businesses. It is believed that approximately 1,000 children attended the Event. The Holiday Shop & Win, commences November 18<sup>th</sup> and continues until December 17<sup>th</sup>. 71 businesses are participating in this Event, and is sponsoring a prize.

Chamber of Commerce is considering hosting a Christmas social with the Downtown Improvement Association.

7. **Saugen Municipal Airport Update**

D. Hocking extended his regrets, but submitted the SMA minutes. The SMA Board of Directors is working on their Budget, and creating a business plan. A. Marshall noted that she will discuss the previous Strategic Plan assisted by Economic Development for the airport to D. Hocking as a reminder to consider picking up and including that work and the associated recommendations in the new business plan.

8. **Correspondence**

Nil

9. **New Business**

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

10. **Adjournment**

**Moved by CURTIS SCHMALZ**

THAT this meeting now be adjourned at 9:46 am

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Chair, Dave Eccles

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Committee Secretary, April Marshall