

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, September 18, 2019 | 9:00am
Saugeen Room | Civic Centre

MEMBERS PRESENT Dave Eccles | Curtis Schmalz | Mike Schierz | Bev Morgan | Ed Hotchkiss | Dave Hocking | Dave Ford

REGRETS Alicia Mawhinney | Marie David

OTHERS PRESENT April Marshall | Brian Tocheri | Don Tedford | Kendra Mantler

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Kendra thanked everyone for their encouragement and support during her time with CIP and advised that today is her last day, as she's moving on to a new opportunity. The committee thanked her and she exited the meeting.

DISCUSSIONS & DECISIONS

1. **Adoption of July 17th, 2019 Regular Meeting Minutes**

The minutes to be adopted at the next meeting.

2. **Business Arising from Minutes**

Nil

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

3.1. **Cultural Plan**

A. Marshall provided an update on the first recommendation of the Plan, to form a Cultural Roundtable to advance identified actions. Working alongside the Director of Parks, Recreation and Culture, as well as in consultation with the Heritage Committee, a terms of reference is being created and will be reported to council at their October meeting.

3.2. **Municipal Intern: Youth Engagement Strategies**

A. Marshall shared A. Verma's final reports focused on 'Youth in Highlight' and the 'Youth Engagement Community Survey.' Discussion ensued on the findings, noting the importance to consider in planning and initiatives related to youth moving forward.

3.3. **Hotel Feasibility Study**

Awaiting receipt of the Phase 1 report from the consultants, CBRE, expected on September 27, 2019.

3.4. **Saugeen Connects**

A. Marshall reviewed the success of the Student Summer Start-Up Program (SSUP) that supported 41 youth starting 35 businesses in our region. Saugeen Connects was the recipient of the Community Futures Ontario 'Excellence in

Community Development Award' celebrated at the gala on September 16th.

- 3.5. **Wayfinding Strategy**
The RFP has been issued and closes on September 24th to develop a strategy.
- 3.6. **WOWSA 10th Anniversary**
The 2019/2020 season has commenced, with many great events planned to further support and promote women in business and entrepreneurs in our region.
- 3.7. **T3 Accelerator Program**
C. Schmalz spoke to this RTO7 initiative that his business is participating in. It provides a complete business assessment, coaching and education to accelerate tourism businesses in our region, with support from Grey County Tourism and Hanover economic development.
- 3.8. **RED Application**
A. Marshall has prepared and submitted an application to the Rural Economic Development Fund to support our strategic direction to create a branding and attraction campaign, by leveraging culture. This will be a highly targeted campaign and feed Grey's planned attraction campaign. It was noted that competition is high for this intake, as it's been on hiatus and no future intakes are being communicated at this time.
4. **Launch Pad Update**
The fall programs have been announced and registration is open. They are finding great success in their school trip programs, seeing many of our regional schools participating.
5. **Grey County Economic Development Update**
Launching an attraction campaign that considers participating municipalities uniqueness and opportunity to continue to market their individual identities while contributing to regional efforts. They will also be launching a countywide job portal website that pulls postings from all established portals like Indeed, YMCA, Canada Job Board., etc. AG 4.0 will be hosted in Hanover on November 1st.
6. **Community Improvement Partnership Report**
A. Marshall updated the committee on the current conversations being had with the partnership in light of the resignation of another Coordinator. It is a concern that we have not been able to keep anyone in place for a significant amount of time. All partners have been conducting internal reviews and consider how to advance the partnership. A survey has been issued to Chamber and DIA members for their input on the status of the Sights & Sounds Festival and future programming options. Discussion ensued.
7. **Hanover Chamber of Commerce Update**
C. Schmalz provided a review of the chamber's discussion in reference to agenda item 6.
8. **Saugeen Municipal Airport Update**
D. Hocking advised that the airport is seeking a new manager and have stricken an agreement with new restaurant operators. The Town of Hanover will also be taking over the bookkeeping on behalf of the airport commencing October 1, 2019.
9. **Correspondence**
 - 9.1. **Youth In Highlight Report**
 - 9.2. **Youth Engagement Community Survey Report**
 - 9.3. **Saugeen Economic Newsletter**

- 9.4. **Local Lens on Retail**
- 9.5. **Local Lens on Healthcare**
- 9.6. **Culture Days**
- 9.7. **Live2Lead**
- 10. **New Business**
 - B. Morgan promoted the Saugeen Artist's Guild upcoming Studio Tour the first week of October and that they're seeking a new location for their holiday pop-up store.

 - D. Tedford updated the committee on the development process as it relates to the new micro-cultivation facility, new gas bar on 2nd St., JDSS property being sold, Tim Horton's new location and AMS.
- 11. **Adjournment**
 - Moved by DAVID HOCKING**
 - THAT this meeting now be adjourned at 10:48am.

Chair, Dave Eccles

Committee Secretary, April Marshall