

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, November 18, 2020 | 9:00am
Meeting held by teleconference

MEMBERS PRESENT Chair Dave Eccles | Dave Hocking | Curtis Schmalz | Dave Ford | Alicia Mawhinney

REGRETS Ed Hotchkiss | Bev Morgan | Marie David | Mike Schierz

OTHERS PRESENT April Marshall

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

1. **Adoption of October 21st, 2020 Regular Meeting Minutes**

Moved by Dave Hocking / Seconded by Curtis Schmalz

THAT the minutes of the October 21st, 2020 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

Nil

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

3.1. **Economic Development 2020 Update to Council Planning Session**

A. Marshall reviewed the noted highlights and challenges. D. Hocking furthered the update as it relates to the Community Improvement Partnership's current station and his role as the councillor representative on that committee. A request has been made to partners to hold-off on disbanding at this time, as the Town still sees opportunity to support regrouping and broadening this unique partnership. Discussion ensued to support the idea for partners to realize new opportunities, while acknowledging that the current structure is no longer viable. It was recommended that a facilitator be acquired to further assist with the process, should all partners concur with the notion to embrace a new model that would also support furthering resources in relation to our arts and culture goals.

3.2. **Town of Hanover Strategic Plan Update to Council Planning Session**

The report was supplied for the committee's reference. A. Marshall supplied further comment in regards to Hanover's growth, highlighting feedback received from a local real estate firm, in response to our request to learn more about who and why people are moving to Hanover. Their comments reflected that people are moving to Hanover area because it seems to be a healthier place to live and there is some interest from new Canadians coming to the area and starting their own business. They noted that the Town of Hanover has a lot to offer for young people and older people retiring. The top three reasons centre around price, proximity to major cities and the desire for people to get out of urban centres. In

some cases, COVID-19 is a leading contributor – one buyer noting that they refuse to take public transit anymore, with another first time buyer deciding that they do not want to be in hot-spots for the virus (high population and crowding), so they found new jobs and are relocating. They are attracted to lower housing prices and the many amenities that Hanover has versus surrounding towns. There are even amounts of attraction coming from a radius that includes Toronto area, Cambridge/Kitchener/Waterloo, Collingwood, Orangeville, Hamilton, Guelph and Wingham areas.

3.3. **Saugeen Connects 2021 Strat Plan**

The plan was supplied as a reference. A. Marshall noted that Saugeen Economic Development Corporation Board of Directors favoured the Plan and that objectives in relation to Women and Succession Matching are set to roll out in the early part of 2021.

3.4. **Engagement: BR&E, Community Improvement Plan Updates**

The committee was reminded that we are looking to implement 60 interviews with Hanover businesses for our Business, Retention and Expansion study. A. Marshall requested that committee members provide input in relation to the sectors or specific businesses important to include and indicate interest to assist in conducting the interviews. The committee was also updated that the by-law has been passed by Council for the Community Improvement Plan and it is currently open for the appeal process.

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

4.1. **Business Impact Survey #3 Results**

The insight summary for Grey County was discussed, reflecting that 35% of businesses surveyed are currently operating at less than 50% of their maximum capacity. Hospitality, Tourism and Arts Industries have suffered the greatest job losses locally with a reduction of 172 jobs from pre-pandemic levels. A. Marshall noted her discussion with Back Porch events and their desire to ensure that support for the industry is relevant when they are able to return to business, which will likely be one year away. Further insight confirmed the most frequently used business supports to date include CEBA, CEWS and CERB respectively. Financial grants and emergency funds appear to be the top support required by surveyed companies. A pessimistic outlook is common among surveyed companies and moving forward the top three concerns are 1) Financial impact on operations; 2) Decreasing consumer confidence / spending; and 3) Concern over Global or a Canadian recession.

5. **Launch Pad Update**

5.1. **Updated Mission, Vision and Values**

The updates were reviewed, reflecting the vision to 'Ensure that all youth can discover and develop their passions to live the life they imagine' by 'creating opportunities for youth to explore their curiosity, discover their motivation and enhance their skills through programs, partnerships and community engagement.' A. Marshall provided further update that Launch Pad is excited by the sponsorship received, that has positively impacted their overall financial position and alleviated their deficit.

6. **Hanover Chamber of Commerce Update**

6.1. **Fall Back in Love with Hanover Video Project**

Two videos have been created to promote local businesses. Committee members congratulated the Chamber on the quality of the product. C. Schmalz commented

that the Chamber is also very happy with the videos and updated the committee on the plans for this year's Shop & Win promotion. A. Marshall updated the committee on the Rotary's plans in place of the parade and confirmed that the Town is sponsoring the radio advertising for the Shop & Win promotion, furthering collaborative efforts with the Chamber and DIA.

7. **Saugeen Municipal Airport Update**

D. Hocking expressed the Commission's enthusiasm for the new manager and how well things are going. Fuel sales are up and nine youth are enrolled in the flight academy. There was limited response to the RFP to operate the restaurant. They are contributing this to the current state of the pandemic.

8. **Correspondence**

8.1. **Live2Lead Virtual Leadership Development Event**

Shared for information

9. **New Business**

Members discussed some new development happening in Hanover.

10. **Adjournment**

Moved by Dave Ford,

THAT this meeting now be adjourned at 9:53am

Chair, Dave Eccles

Committee Secretary, April Marshall