

**Town of Hanover
Economic, Tourism and Cultural Development Advisory Committee (ETCDAC)
Terms of Reference (2022-2026)**

GOAL

To advise and assist Council and the citizens of the Town of Hanover and to provide and support strategies and recommended actions to leverage local resources to grow the economy, to improve quality of life, and to enhance and strengthen Hanover's position as a regional centre, while creating stronger working relationships with neighbouring municipalities and service providers, for our mutual benefit.

PRINCIPLES

Principles that guide the work of the Economic, Tourism and Cultural Development Advisory Committee (ETCDAC) include:

- Providing a balanced and sustainable approach to economic, tourism and cultural community economic development initiatives for the Town of Hanover;
- Creating a progressive and evolving framework for long-term prosperity;
- To strengthen and nurture our evolving and local economy;
- Creating an environment for businesses to succeed through a proactive approach to business and workforce development, retention and expansion;
- A commitment to partnerships and collaboration, as well as communication to achieve common objectives;
- A commitment to enhancing the quality of life for all residents; and
- Foster applications in support of diversity, equity and inclusion awareness and training for employers and the public.

MANDATE

The mandate of the ETCDAC is to provide advice on a range of economic development, tourism and cultural development activity including:

- Reviewing and/or participating in the development of Town policies, programs and initiatives relating to economic, tourism and cultural development to ensure such endeavours foster a prosperous business climate in and support the overall goals and objectives of the Town's strategic plan;
- Administrating and promoting the Community Improvement Program that offers a menu of incentives to support development (including redevelopment and commercial improvements), growing attainable housing stock, supporting downtown revitalization, assist new business start-ups and job creation.
- Administrating and promoting the Event Development Fund Program that provides grants to organizations through an application process, to start new event/promotions or grow existing ones.
- Marketing and promoting the as a key destination (implementation of Hanover's Innovative People Program [HIPPP] attraction and retention campaign);
- Supporting and enhancing Hanover's heritage initiatives and preserving our community's history for future generations.
- Supporting and enhancing the growth opportunities for existing economic sectors within the community;
- Identifying new and emerging economic sectors and assessing growth potential;

- Identifying the program, infrastructure and partnership opportunities to support a vibrant downtown;
- Ensuring broad consultation with community stakeholders on economic, tourism and cultural development issues and opportunities;
- Working with other organizations/communities to enhance prosperity throughout the region (arts and culture groups, Saugeen Connects collaborative, Regional Advisory Committee, Grey County Economic Development Working Group);
- Developing relationships with other organizations to share resources efficiently;
- Communicating and collaborating where appropriate, with other Town of Hanover Committees (e.g., Planning Advisory Committee, Parks, Recreation & Culture, Public Works, Finance); and
- Communicating and collaborating where appropriate with other organizations (e.g., Hanover Chamber of Commerce, Hanover Downtown Improvement Area, Saugeen Economic Development Corporation, Saugeen Municipal Airport, and Launch Pad Youth Activity & Technology Centre).

MEMBERSHIP AND RESPONSIBILITIES

The ETCDAC shall consist of 9 members appointed by Council. To the greatest extent possible, public representation will be multi-sectoral and include a representative, and in their absence, an alternate, from the following stakeholder groups:

- Council - 1
- Commercial/Small Business/Retail – 1
- Hanover Chamber of Commerce Executive - 1
- Manufacturing/Industrial/Development - 1
- Tourism - 1
- Health/Education - 1
- Cultural Roundtable Subcommittee member representative – 1
- Heritage Subcommittee member representative - 1
- At-large – 1

The Mayor shall serve as ex officio on the EDTDAC. Staff support shall be provided by the Economic Development Manager, Director of Parks, Recreation & Culture, Building Department/Administrative Assistant/Deputy CBO and others as required. Non-resident experts shall also be called upon for input and advice as required.

1. Members shall be appointed for the term of Council.
2. A Chair for the ETCDAC will be elected by the members at least once per Council term and no more than annually. The election shall be recorded in the minutes of the Committee.
3. All members will be expected to:
 - Have demonstrated expertise in their affiliation(s);
 - Be a member of the community and recognized as a business person and/or engaged resident with a well-developed (business) community network;
 - Be able to allocate sufficient time during the day for participation in regularly scheduled meetings;
 - Demonstrate a strong interest in and commitment to remaining informed on economic development issues;

- Participate as a team member, capable of a community ambassador role; and
 - Be strong proponents of business growth for the Town.
4. In the absence of the Chair, the quorum will appoint, from its members, a Chair for that particular meeting, who shall be subject to all the normal responsibilities and privileges assigned thereto.
 5. By majority vote, the ETCDAC may recommend to Council removal and/or replacement of any member who misses three consecutive full meetings of the Committee, subject to circumstances surrounding the absence. Members requesting a temporary leave of absence or intending to resign from the Committee should provide written notification to the staff liaison and Economic Development Manager 30 days prior to such action.
 6. In considering new appointments to the Subcommittee, the Subcommittee may recommend new members to be approached to consider applying. Subcommittee positions will be advertised for public applications, in accordance with municipal procedures.
 7. Members will be expected to be aware of relevant municipal policies, programs and other initiatives in carrying out their activities. To assist in this regard, the Committee may, from time to time, request Council to make staff and/or Town consultants available to advise the committee as appropriate.
 8. Municipal employees do not have voting privileges.
 9. Committee proceedings shall be governed by the Town of Hanover Procedural By-law and Code of Conduct and other relevant policies and procedures.

REPORTING

1. The ETCDAC is an advisory committee established by Council in accordance with these adopted Terms of Reference. Committee members are bound by these Terms of Reference, and are responsible to Council.
2. ETCDAC reports and communications will normally be directed to Council through the Economic Development Manager.
3. Ongoing reporting requirements are directed through the Economic Development Manager via preparing an annual Status Report and Work Plan, which shall be submitted to Council through established administration processes. The report shall, among other things:
 - Summarize the activities and achievements of the over the previous year.
 - Describe ongoing activities and issues and identify new priorities/concerns.
 - Outline the Committee's primary projects for the upcoming year, including all anticipated budgetary needs.
4. The ETCDAC reports directly to Council. When appearing before Town Council on behalf or as a representative of the Committee, Committee members shall present the Committee's official position on a particular matter. However, where a Committee member appears before Council and clearly indicates that they are appearing on behalf of another organization or as a citizen at large and not in their capacity as a member of

the Committee, they may present a position which is their personal position or is the position of that organization they represent.

FINANCING

Financial support for the Committee will be reviewed annually as part of the Municipality's regular budget preparation process. Additional, special project funding requests may also be submitted by the Committee from time to time for consideration by Council.

CONFLICT OF INTEREST

ETCDAC members have an obligation to disclose any issues of pecuniary interests or if they are personally affected by a matter before the Committee where there may be a perceived interest in the matter under consideration by the Committee. Members shall declare the interest, in writing, at the beginning of the meeting and shall not discuss or vote on the particular matter.

STAFF LIAISON AND SUPPORT SERVICES

1. Administrative support to be provided by the Town will include: the coordination of ETCDAC related communications and correspondence; arranging visits to local businesses; ensuring ETCDAC reports are included in Council agenda packages; and technical support as needed, such as photocopying.
2. The ETCDAC budget will be administered by the Economic Development Manager with input from the ETCDAC.

MEETINGS

1. The Committee shall normally meet once every other month, or at the call of the Chair with adequate notice to be given to all members. The meetings will generally take place the 3rd Wednesday each month at 9:00 a.m. All Committee meetings are public.
2. The Committee may, from time to time, invite resource persons to attend a meeting.
3. The Cultural Roundtable and Heritage Subcommittee are established Subcommittees of the ETCDAC and shall designate a representative to participate on the EDCTAC to provide updates and reports on various related topics, issues or proposals as required. Such Subcommittees may include non- ETCDAC members.
4. Members shall be engaged by offering to be 'champions' of identified initiatives and projects and act as the representative to participate and keep other members informed on the progress.
5. Quarterly business visits will be arranged for members to learn about our business community and to promote interaction. Members are encouraged to participate.
6. Quorum for a full Committee meeting will be 50% of the current membership plus one.
7. Subject to the provisions of the Town's Procedural By-law on matters requiring votes, the ETCDAC shall strive for consensus, and shall normally only communicate the consensus or majority position to council. On matters where there is a significant lack of consensus, minority positions may also be reported to council, at the discretion of the

chairperson. The chairperson generally does not vote, unless deemed necessary to break a tie.

AGENDAS AND MINUTES

1. An agenda for the upcoming Committee meeting will be prepared by staff and e-mailed and/or mailed to Committee members a minimum of three business days prior to their meeting.
2. Formal minutes of the Committee meeting will be prepared by staff and provided with the agenda of the next meeting for approval.
3. Minutes will be forwarded to the Clerk for inclusion on the Council agenda as soon as possible.

AMENDMENTS

The ETCDAC may wish to review the Terms of Reference from time to time and make recommendations to Council regarding amendments.