
ECONOMIC, TOURISM AND CULTURAL DEVELOPMENT ADVISORY COMMITTEE MINUTES

Wednesday, February 15, 2023 | 9:00am
Saugeen Room | Civic Centre

MEMBERS PRESENT Dave Eccles | Tony Diaco | Susan Sakal | Curtis Schmalz | Jason Radstake | Pat Butler

REGRETS Jason Rahn

OTHERS PRESENT April Marshall | Christine Samson | Laura Christen

**DISCLOSURE OF
PECUNIARY INTEREST** Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

Chair D. Eccles welcomed new members and introductions were made. Pat Butler joins us as the representative of the Cultural Roundtable and Jason Rahn as the representative of the Heritage Committee. Christine Samson is the new HIPP Apprentice Project Coordinator.

1. **Adoption of January 18th, 2023 Regular Meeting Minutes**

Moved by TONY DIACO / Seconded by SUSAN SAKAL

THAT the minutes of the January 18th, 2023 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Adoption of January 19th, 2023 Regular Heritage Committee Meeting Minutes**

Moved by JASON RADSTAKE / Seconded by PAT BUTLER

THAT the minutes of the January 19th, 2023 Regular Heritage Committee Meeting be approved as printed and circulated.

CARRIED

3. **Adoption of February 1st, 2023 Regular Cultural Roundtable Meeting Minutes**

Moved by CURTIS SCHMALZ / Seconded by TONY DIACO

THAT the minutes of the February 1st, 2023 Regular Cultural Roundtable Meeting be approved as printed and circulated.

CARRIED

4. **Business Arising from Minutes**

Nil

5. **Hanover Community Profile - Environics Data Collection Results & Next Steps**

A. Marshall presented the data report provided by Environics Analytics and prepared for by the Economic Developers Council of Ontario – My Main Street program. Saugeen Economic Development Corporation partnered with member municipalities to acquire their community specific statistical data that includes an overview of demographics, psychographics, financial and expenditure overview, post COVID-19 activities, media and social media habits, online shopping attitudes and behaviours, store loyalty and Main

Street visitation. The data is presented using the Hanover trade area by indexing attributes compared to the larger area benchmark (Southern Ontario minus Toronto) to profile attitudes and shopping habits.

Great discussion incurred in relation to the findings. The committee agreed to compile the results and find ways to present it in a simplified manner to business stakeholders, in partnership with the Hanover Chamber of Commerce and DIA. The data can be actioned in our business attraction efforts, tourism, communications and marketing, public engagement / consultation, municipal assets, as well as, departmental and master plans. Businesses and organizations will be able to utilize the data to target their best demographics through their marketing efforts, establish partnerships and grow product lines based off of customer shopping habit findings.

6. **Saugeen Connects 2023 Work Plan**

A. Marshall presented Saugeen Connects 2023 Work Plan that includes efforts to further our succession planning, workforce, youth and women pillars through successful initiatives like the Student Start-Up Program, WOWSA, and Advancing Women Economically. Additional work will be done in creating a succession planning toolkit and working in collaboration with the Regional Advisory Committee's workforce project that will partner with employers and people with disabilities or facing barriers to employment to match them to available resources and service providers that will build a case study to assist with helping to fill some of the demand in job recruitment efforts and retention.

7. **Saugeen River Collaborative**

A. Marshall reviewed the established work plan created with Saugeen Shores, Arran Elderslie, Brockton and Hanover to assist in development of leveraging the river (access points) as a tourism driver. Findings to date have reinforced the need for the supporting infrastructure to be addressed, as well as to ensure we are market ready and visitors are having a fun and safe experience. A stakeholder meeting with the RTO7, SVCA, Bruce County, Grey County and our local fire and recreation departments will be held on February 22nd to review the work plan and confirm next steps to ensure there is no duplication amongst the broader region's efforts and assist in bringing all together to work towards the presented goals.

8. **Stakeholder & Initiatives Updates**

8.1. **HIPP Apprentice**

C. Samson introduced herself and discussed the work plan to further the campaign. The HIPP Apprentice program is working in conjunction with local and provincial stakeholders to help take charge of the entire administration process and establish the pathway to apprenticeships by assisting with:

- Apprenticeship Grants
- Matching Qualified Apprentices, Businesses & Training
- Formidable Endorsement
- Structured Support

C. Samson will be working in collaboration with Launch Pad to help elevate the training opportunities available there, with the hopes to enhance training opportunities to support the trades. Additionally, the project coordinator will be leading facilitating the established Canadian Welding Bureau recertification program at the centre.

Additional discussion was had in relation to the operations and programs being offered at Launch Pad and the opportunities to build upon – especially as it relates to the HIPP Apprentice initiative. S. Sakal informed members that Launch Pad is working on a volunteer appreciation event and a fashion show to happen in April.

8.2 **Hanover Chamber of Commerce Update**

C. Schmalz updated members that the Chamber is organizing the return of the successful Spring Shop & Win promotion and return of the Spring Awards. The Chamber has expressed interest in working with economic development to support initiatives that will aid employers in their newcomer attraction efforts.

9. **Upcoming Events**

- 9.1 WOWSA Mastering the Art of Zoom Meetings – Feb 16th, 2023, 12pm-1pm, Virtual
- 9.2 Crafting Content for Social Media Workshop – Feb 27th, 2023, 1-4pm, Community Hall
- 9.3 Regional Job Fair (Hanover) – February 28th, 2023, 1-6pm, JDSS
- 9.4 Saugeen Connects & WOWSA International Women’s Day Event “Inspiring Women & Embracing Equity” – Mar 8th, 2023, 6pm-9pm, Neustadt Community Hall
- 9.5 Saugeen Connects & WOWSA Advancing Women Economically Lunch & Learn Webinar Series, Mar 13th – May 15th, 2023, 11am-1pm, Virtual

10. **New Business**

J. Radstake and A. Marshall have been discussing planning a tour of Maple Leaf Foods. Given the nature of the facility, guests will be required to shower in, have not visited a farm in the past 48 hours and they prefer to not tour on a Wednesday, as it’s not a hatching day. The committee will be individually polled to garner their interest to plan the tour.

T. Diaco requested that cycling trails be added as an agenda item to the next meeting for further discussion.

11. **Adjournment**

Moved by CURTIS SCHMALZ

THAT this meeting now be adjourned at 10:55 am

Chair, Dave Eccles

Committee Secretary, April Marshall