

---

## ECONOMIC, TOURISM and CULTURE DEVELOPMENT COMMITTEE MINUTES

Wednesday, March 15, 2023 | 9:00am  
Saugeen Municipal Airport Boardroom

---

**MEMBERS PRESENT** Chair Dave Eccles | Vice Chair Curtis Schmalz | Susan Sakal | Pat Butler | Jason Radstake | Jason Rahn | Jenn Olivero

**REGRETS** Nil

**OTHERS PRESENT** April Marshall | Laura Christen | Brenda Goetz | Christine Samson | Filomena McDonald, Saugeen Municipal Airport Manager

**DISCLOSURE OF PECUNIARY INTEREST** Nil

**DELEGATIONS** Nil

Chair D. Eccles stated that regrettably, Tony Diaco has resigned from the Committee. Jenn Olivero has joined the Committee to represent the DIA.

### DISCUSSIONS & DECISIONS

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

**Moved by SUSAN SAKAL / Seconded by CURTIS SCHMALZ**

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

**CARRIED**

2. **Adoption of March 1st, 2023 Regular Cultural Roundtable Meeting Minutes**

**Moved by PAT BUTLER / Seconded by JASON RAHN**

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

**CARRIED**

3. **Business Arising from Minutes**

3.1. **Cultural Roundtable Event Development Fund**

A. Marshall stated that applications are now being accepted for the above initiative. Not-for-profit community organizations and private enterprise may apply for funding to start new or grow existing events or special initiatives. This grant doesn't support fundraising initiatives or organizations that already receive a form of municipal funding to operate. A sub-committee of some of the members will review the applications to ensure applicants meet eligibility and established criteria for approval. S. Sakal and J. Rahn volunteered for this sub-committee.

4. **Heritage Committee Update**

J. Rahn advised that the Heritage Committee met on January 19<sup>th</sup>, 2023. The Committee is working on identifying historical buildings to present 100 year plaques. J. Rahn summarized a letter from a museum in Belgium looking for information for a Fallen soldier named Hopkins who was from the Hanover area. The Committee is assisting with identifying family members.

5. **Member Composition Updates**

A. Marshall stated that Pat Butler represents the Cultural Roundtable, Jason Rahn represents the Heritage Committee. Tony Diaco has resigned and Jenn Olivero has joined the Committee to represent the DIA. Other vacancies will be filled in the future.

6. **Hanover Community Profile - Environics Data Collection Results**

Further to the previous meeting, Economic Developers Council of Ontario – My Main Street program has prepared a data report to identify community-specific statistical data relating to who shops in Hanover and their habits. The findings will be presented to local businesses in collaboration with the DIA and Chamber. It is our intent to also work with the Regional Tourism Organization (RT07) to promote their programs and highlight the opportunity available through the T3 Accelerator program that offers mentorship and guidance to grow tourism offerings.

7. **Saugeen Connects**

Saugeen Connects hosted a very successful International Women’s Day event in coordination with WOWSA. The theme was Embrace Equity and they had a great keynote speaker and panel discussion with local inspiring business women. The Advancing Women Economically program is currently being delivered.

8. **Stakeholder & Initiatives Updates**

8.1. **HIPP Apprentice**

C. Samson apprised the Committee regarding the HIPP Apprentice program. She is working in collaboration with Launch Pad, to help elevate available training opportunities. In collaboration with the Ontario Youth Apprenticeship Program (OYAP) and Support Ontario Youth (SOY) a 2-week skilled trade’s boot-camp will be offered in Hanover for graduating students and will offer the opportunity for networking sessions with business owners. Support Ontario Youth is actively looking for employers to get involved to help facilitate training apprentices. A recent announcement by Education Minister Stephen Lecce to boost interest in skilled trades, high school students will require at least one mandatory technological education credit such as auto shop, manufacturing and construction technology, computer technology or hospitality. An accelerated credit program will also be offered.

8.2. **Launch Pad**

Canadian Welding Bureau (CWB) recertification is currently occurring at Launch Pad and the HIPP Apprentice Project Coordinator will be working on enhancing certifications achieved through them, as well as the opportunity to grow training opportunities in relation to skilled trade development. Volunteers are required to assist with the many programs being offered at the facility.

8.3. **Hanover Chamber of Commerce**

C. Schmalz updated the Committee members by stating that the Shop ‘n Win event will be occurring April 3<sup>rd</sup> to 21<sup>st</sup>. C. Schmalz and A. Marshall have been working together to establish recruitment and retention initiatives to support employers, such as employer roundtable events, welcoming events for newcomers and by utilizing Owen Sound Chamber of Commerce Resources under their Equity, Diversity and Inclusion funded program for Grey Bruce.

C. Schmalz stated that the Spring Awards will be held at the Hanover Legion on April 18<sup>th</sup>, 2023. This year’s format will differ in that the Event will be an informal social.

8.4. **DIA**

J. Olivero apprised the Committee members. The DIA will be meeting next week. The following events are being planned: Shamrock Hunt Selfie Promo, Easter Word Scramble, Springtime Shop & Win, Mother's & Father's Days Visit Downtown Hanover promo, Summer Downtown Sidewalk Sales, Fall & Christmas Markets, Pumpkin Carving Challenge, Trick or Treat Trail. Because of Covid, many businesses continue to have to adapt to digital offerings. Grey County's Digital Service Squad was discussed, as it offers free digital coaching for businesses. The Digital Transformation Grant Program is also open and offers a grant of up to \$2,500 to assist with businesses needs in this regard.

8.5. **Saugeen Municipal Airport**

F. McDonald, Airport Manager apprised the Committee members. SMA is assessing naming opportunities to be launched next spring. Natural gas and hydro are available and makes the lands attractive to offer land space lease arrangements. The Commission is trying to arrange transportation services for pilots, and their passengers, to attend events in the local area. The Airport is always seeking new volunteers.

The following events are being planned at SMA: Soup 'n Slider competition, Rust Remover, Councillor Tour & Flight, Flight Instructor presentation, WOWSA, Harbour Flights, Air Cadets Day, Hope Air Medical Flights Fundraiser, Flight Day for Kids, Christmas Toy Drive.

The Airport has been booked for a fall wedding, and there will be numerous Christmas parties.

8.6. **Grey County**

A. Marshall advised that an initial meeting was had with Grey and their Investment Consulting Firm and the airport to help drive business and investment there. Next steps will be to engage stakeholders to create vision that will guide investment attraction efforts. There's also a great opportunity to promote aviation apprenticeship opportunities in collaboration with the HIPP Apprentice campaign.

The regional job fair was very successful and offered many great connections. A survey will be compiled to assess its success. There were 50 employers registered for Hanover's Fair.

Grey County was named as one of the Smart21 Intelligent Communities of 2023 in the world.

A. Marshall will be sharing focus group questions for feedback to bring forward when contributing to their Economic Development, Tourism and Culture Master Plan.

9. **Correspondence**

9.1. **Saugeen Economy Newsletter – Second Half 2022**

The above newsletter was circulated for the members' information.

10. **New Business**

A. Marshall updated the Committee members regarding status of various construction projects and business openings.

A. Marshall stated that a tour of Maple Leaf Foods has been scheduled for Tuesday, March 28, 2023 @ 10am.

11. **Adjournment**

**Moved by JASON RAHN**

THAT this meeting now be adjourned at 10:14 am

---

Chair, Dave Eccles

---

Committee Secretary, April Marshall