

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, March 16, 2022 | 9:00am
Saugeen Municipal Airport Boardroom

MEMBERS PRESENT Chair Dave Eccles | Alicia Mawhinney | Bev Morgan | Dave Hocking | Curtis Schmalz

REGRETS Dave Ford | Tammy Louthier | Jason Radstake (absent with notice) | Mike Schierz

OTHERS PRESENT Filomena McDonald | Brigitte Knapp | April Marshall | Brenda Goetz | Don Tedford | Andrew Wilken

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Filomena McDonald | Brigitte Knapp

Chair Dave Eccles thanked Filomena McDonald for hosting today's meeting, and for presenting the Saugeen Municipal Airport Business Plan.

Saugeen Municipal Airport is a designated International Civic Aviation Organization (ICAO) with a location indicator (CYHS) and is a Transport Canada registered airport. The Airport serves as a base for flight training, accommodates corporate jets, recreational pilots, air ambulance, etc. With the anticipated international border reopening, international flights can resume.

Saugeen Municipal Airport will be installing a new weather broadcasting system in 2022 as approved by Canadian In-Flight Information Broadcasting Association (CiFiB).

Filomena McDonald highlighted all streams of revenue, with an emphasis on new revenue possibilities. Ms. McDonald outlined the Airport's Strengths, Weaknesses, Opportunities and Threats. The Airport sits on 253 acres of land, 56 acres planted with crops and 32 hangars.

Chair Dave Eccles thanked Ms. McDonald for a very informative presentation.

DISCUSSIONS & DECISIONS

1. **Adoption of February 16th, 2022 Regular Meeting Minutes**

Moved by DAVE HOCKING / Seconded by BEV MORGAN

THAT the minutes of the February 16th, 2022 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

Nil

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

3.1. **HIPP Campaign Updates**

A. Marshall announced that HIPP won an EDAC 2021 Marketing Canada Award for Brand Identify.

The Catapult Tech Network will be bringing tech professionals to the area. Hanover is now one of their designated Hubs and will host meet-ups, with a focus on advancing technology in agriculture. Bruce Power is launching a Carbon Offset Accelerator Fund to support carbon capture and mitigate carbon through farming practices. CTN is looking at opportunities to help facilitate this initiative.

Work continues with Launch Pad to advance the HIPP Apprentice pillar. A joint application has been submitted to Rural Economic Development (RED) to facilitate promoting apprenticeships to employers and youth, as well the supported training and success stories of employment matches made, under the specified workforce development stream. Launch Pad offers youth skill development with the welding shop, Canadian Welding Bureau (CWB) certification, a wood shop, a commercial kitchen promoting culinary skills, a technology lab, etc.

D. Hocking and B. Morgan apprised the Committee members regarding the new Plein Air Festival. Discussion ensued around Culture Days occurring September 24th and plans to leverage this time to celebrate the Civic Theatre's grand re-opening.

3.2. **Saugeen Connects**

A. Marshall advised that International Women's Day virtual events for Saugeen Connects and the Grey-Bruce female entrepreneurs "Mentor Mash" was successful and participants were engaged. Saugeen Connects event launched the webinar series, AWE (Advancing Women Economically). Upon completion of all sessions/paperwork, attendees may qualify for \$500 to invest in their business or use to overcome barriers to participating.

3.3. **Tourism**

A. Marshall updated the Committee regarding the Saugeen River Collaborative Stakeholder sessions have been conducted, and concerns expressed related to capacity, infrastructure limitations and the need for a river audit, GAP analysis, survey of users, etc. A workplan is being established.

4. **Grey County Update**

4.1. **2022 Job Fairs**

A. Marshall stated that the virtual job fair will not be conducted for the Grey-Bruce region due to excessive cost. Therefore, Grey County is working with stakeholders to organize 3 area job fairs that will be offered in Owen Sound, Meaford and Hanover. Hanover's Job Fair is on March 30th and will accommodate 25 employers; only 4 spaces remain. Employers can choose to attend only one location and must have 3+ positions available.

5. **Launch Pad Update**

March Break Open House is underway at Launch Pad. All programs are full. Launch Pad is looking at growth models, in response to the desire for other communities to open their own centres. They are currently looking at a franchise type model that will not impact their operations and current capacity.

The Committee members suggested that Launch Pad collaborate with School Boards to facilitate offering credit courses.

6. **Hanover Chamber of Commerce Update**

C. Schmalz advised that the Chamber is promoting a Spring 'Shop 'n Win' event. It is anticipated that Chamber lunch meetings will resume in the near future.

7. **Saugeen Municipal Airport Update**

Nil

8. **New Business**

D. Tedford updated the Committee members with upcoming development proposals.

9. **Correspondence**

9.1. **Saugeen Economy Newsletter**

The above referenced newsletter was circulated for information.

10. **Adjournment**

Moved by DAVE HOCKING

THAT this meeting now be adjourned at 10:26 am

Chair, Dave Eccles

Committee Secretary, April Marshall