

Economic, Tourism and Culture Development Advisory Committee Minutes

Wednesday, May 17, 2023 | 9:00am
Saugeen Room | Civic Centre

MEMBERS PRESENT	Chair Dave Eccles Vice Chair Curtis Schmalz Steve White Susan Sakal Jason Radstake Jason Rahn Jenn Olivero
REGRETS	Nil
OTHERS PRESENT	April Marshall Sherri Walden Andrew Wilken Sandeep Kaur Laura Christen
DISCLOSURE OF PECUNIARY INTEREST	Nil
DELEGATIONS	Nil

DISCUSSIONS & DECISIONS

- Welcome new committee member**
- Adoption of March 15th, 2023 Regular Meeting Minutes**
Moved by JASON RAHN / Seconded by JENN OLIVERO
THAT the minutes of the March 15th, 2023 Regular Meeting be approved as printed and circulated.

CARRIED
- Adoption of March 16th, 2023 Regular Heritage Committee Meeting Minutes**
Moved by SUSAN SAKAL / Seconded by JASON RADSTAKE
THAT the minutes of the March 16th, 2023 Regular Heritage Committee Meeting Minutes be approved as printed and circulated.

CARRIED
- Adoption of April 14th, 2023 Regular Cultural Roundtable Committee Meeting Minutes**
Moved by SUSAN SAKAL / Seconded by JASON RAHN
THAT the minutes of the April 14th, 2023 Regular Cultural Roundtable Meeting Minutes be approved as printed and circulated.

CARRIED
- Business Arising from Minutes – Nil**
- Heritage Committee Update**
J. Rahn provided updates as reflected in the committee minutes and that the family of the Belgium soldier they were looking to identify had been located.
- Cultural Roundtable Update**
 - Event Development Fund**
A. Marshall stated that a sub-committee was struck and the first intake of applications were approved. Members include J. Rahn, S. Sakal and P. Butler. The

sub-committee was very pleased with the applications and have awarded grants to support the growth of the Hanover Fair, Plein Air Painting Festival and the Fall Harvest Market.

8. **Hanover Community Profile Presentation**

Further to the previous meeting, Economic Developers Council of Ontario – My Main Street program partnered with Environics Analytics to provide data reports to identify community-specific statistical data relating to Hanover residents demographics, populations profiles, shopping and media habits, as well as main street visitor participation. A. Marshall reviewed a presentation created to deliver to our business community summarizing data trends and report highlights, with the intention of them being able to leverage the information to help support their product development and marketing efforts.

9. **Stakeholder & Initiatives Updates**

9.1. **Saugeen Connects – AWE & SSUP**

Advancing Women Economically has just completed another successful webinar series to a cohort of women in business.

The Saugeen Student Startup Program has had an overwhelming response to a call for applications for area youth to try self-employment this summer. Applications are currently being reviewed and preparations are being put in place for another successful summer.

9.2 **HIPP Apprentice | Launch Pad**

A. Marshall shared that in collaboration with Launch Pad, plans are being executed to help elevate available training opportunities. To introduce the skilled trades program, in partnership with OYAP, a Tools in the Trades boot camp will be hosted at Launch Pad on July 13th. This day will also offer a networking session with business owners to hear from Support Ontario Youth, who is actively looking for employers to support offering apprenticeships.

9.3 **Hanover Chamber of Commerce**

C. Schmalz shared the success of the Spring Awards and of the Spring Shop & Win promotion.

9.4 **DIA**

J. Olivero shared that downtown businesses will be offering discounts to seniors on Tuesdays for a Downtown Hanover Tuesday Seniors Day Campaign.

L. Christen updated that the Age Friendly Committee are picking up on the work that started in 2019, prior to COVID, to help educate local business owners how to make their business more age friendly. Suggestions include for them to construct ramps, implement colour signs and increase font size of writings etc.

9.5 **Saugeen Municipal Airport**

A. Marshall confirmed that WOWSA is planning a Wellness Day at the airport on May 27th. She is also working with Grey County to assist the airport in its investment strategy to help grow economic activity.

9.6 **Grey County**

A. Marshall advised that she is also participating in sessions to provide input into the Grey County Economic, Tourism and Culture Strategic Plan.

10. **Correspondence**

10.1 **Hanover Building Stats – 1st Quarter Report 2023**

A. Wilken provided information regarding the building permits issued this year (11) as compared to last year (123). Receiving a smaller number of applications may be due to the high interest rates. He further advised that town will see the intent of additional units which is permitted in Bill 23.

10.2 **2023 Employer One Report**

A. Marshall provided information about EmployerOne survey that was open from November 2022 to January 2023 for employers in Bruce, Grey, Huron and Perth counties. The report informs the state of labour market conditions, demand jobs, skills, job requirements, hiring, training challenges and retention strategies.

10.3 **Town of Hanover 2023-2027 Strategic Plan Survey**

Town of Hanover is in process of formulating its Strategic Plan in order to provide exceptional services to our community. S. Walden urged to complete the survey by May 26, 2023.

ETCDAC's next regular meeting will be utilized as a focus group session to support garnering further input for the strategic plan.

9. **New Business**

S. Sakal enquired about how the welcome package for the new residents is distributed. A. Marshall confirmed new residents can pick them up at the Civic Offices, Library and the P&H Centre. Ideas to further share the opportunity on how to inform new residents was discussed.

A. Marshall promoted the upcoming Hawk's Nest event happening in Owen Sound this evening.

Discussion ensued on the need to further engage the business community and help provide more information and an outlet for them to share comments, questions or concerns. This rose out of the intention to deliver the community profile report, address by-law infraction concerns in the downtown, age friendly education and to share updates on the results of the impending strategic plan. After very good discussion, A. Marshall will speak to Mayor Paterson about the idea of hosting a Mayor's Breakfast for Business event to highlight these updates and engage the business community.

11. **Adjournment**

Moved by

THAT this meeting now be adjourned at 10:34 am

Chair, Dave Eccles

Committee Secretary, April Marshall