

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, May 18, 2022 | 9:00am  
Virtual Meeting via Zoom

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**MEMBERS PRESENT** Chair Dave Eccles | Bev Morgan | Dave Ford | Dave Hocking | Jason Radstake | Curtis Schmalz (arrived at 9:15am) | Tammy Louther | Mike Schierz

**REGRETS** Alicia Mawhinney (absent with notice)

**OTHERS PRESENT** April Marshall | Don Tedford | Andrew Wilken | Brian Tocheri

**DISCLOSURE OF PECUNIARY INTEREST** Nil

**DELEGATIONS** Nil

### DISCUSSIONS & DECISIONS

1. **Adoption of April 20<sup>th</sup>, 2022 Regular Meeting Minutes**

**Moved by BEV MORGAN / Seconded by DAVE FORD**

THAT the minutes of the April 20<sup>th</sup>, 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. **Newcomer Readiness Assessment Checklist Results**

A. Marshall presented the results of this tool provided by the Western Ontario Wardens Caucus (WOWC). The Newcomer Immigrant Readiness Assessment Checklist is a self-assessment tool to help communities determine their capacity to attract and retain new residents, coming from elsewhere in the province, country or around the globe. The results from ten respondents was reviewed – five from the Town of Hanover Management Team and five from the Economic Development Committee. Very good discussion and review was had around the ten categories of the survey. It was noted how people's perceptions vary around what resources are available and where to find them. A lot of work has been done, but a lot also still needs to be done, with communication and regional collaboration being key factors. The committee recognized how important being newcomer ready is for our future growth and the need to keep the discussion going. These considerations will be built into our strategic priorities as we move forward in updating our Plan.

3.2. **Saugeen Connects**

A. Marshall reported that this year's Student Start-up Program (SSUP) has had a great response. This collaborative is in the process of approving applications and notifying students. 50 students applied to run 44 businesses. WOWSA is now

under the umbrella of Saugeen Connects, expanding the territory and commencing on plans for the 2022/2023 season to bring women entrepreneurs and professionals together for networking and making valuable connections.

### 3.3. **Tourism & Marketing**

The new Hanover Attractions Map was shared and marketing to further support implementing the HIPP Entrepreneur and Lifestyle streams through a progressive digital campaign. Additional efforts include building partnerships with the Hanover Chamber of Commerce, DIA, Playtime Casino, Hanover Raceway and MacLean's Ales to implement a summer radio campaign to promote our Downtown District/shopping local and our Entertainment District.

### 3.4. **Arts & Culture**

The committee was provided a brief update on the efforts of the Cultural Roundtable, including Music in the Square, Culture Days, Cultural Exchange Event and the Event Development Fund.

## 4. **Grey County Update**

### 4.1. **Employer Roundtable**

The Grey Bruce Local Immigration Partnership (GBLIP) recently held an Employer Roundtable to provide a forum for employers to share stories on their own journey's in hiring immigrants. Great representation was had from employers across the region, indicating the need to continue providing these forums and opportunities.

## 5. **Launch Pad Update**

5.2. Launch Pad continues to host field trips through area schools so students can access and experience the amenities of the centre. They have a new permanent solution to be home to Neptune Scoops youth led social enterprise and have just hired the youth to run the business this summer. The committee was updated on the upcoming maternity leave of the executive director and plans discussed by the board of directors to fill that role.

## 6. **Hanover Chamber of Commerce Update**

6.1. C. Schmalz reported that the Chamber Luncheons are going well. They are working with the Town and DIA to firm up the scope of the new Security Grant. They recently wrapped up the Spring Shop & Win promotion.

## 7. **Saugeen Municipal Airport Update**

7.1. D. Hocking reported that the airport restaurant has signed a five year lease and they're finalizing an agreement with a flight school. They also recently became a member of the Hanover Chamber of Commerce.

8. **Correspondence**

8.1. 2022/2023 Hanover Attractions Map

9. **New Business**

9.1. A. Marshall highlighted the Census Profile, 2021 Census of Population Characteristics

9.2. A. Wilken updated the committee that the Temporary Use By-Law for Patio Extensions has been passed by Council. It's a three year program, with an annual application process that runs from May 1 – October 30<sup>th</sup>.

9. **Adjournment**

**Moved by CURTIS SCHMALZ**

THAT this meeting now be adjourned at 10:20 am

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Chair, Dave Eccles

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Committee Secretary, April Marshall