

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, October 20, 2021 | 1:30pm
Virtual Meeting via Zoom

MEMBERS PRESENT Chair Dave Eccles | Dave Ford | Mike Schierz | Alicia Mawhinney | Curtis Schmalz | Dave Hocking | Jason Radstake | Bev Morgan (arrived at 1:46pm)

REGRETS Tammy Louther (absent with notice)

OTHERS PRESENT April Marshall | Don Tedford | Brenda Goetz | Emily Morrison

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

1. **Adoption of September 15th, 2021 Regular Meeting Minutes**

Moved by MIKE SCHIERZ / Seconded by DAVE HOCKING

THAT the minutes of the September 15th, 2021 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

D. Ford requested clarification under Item 3.3.2 relating to derivation of newcomers to the Saugeen Region.

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

3.1. **HIPP - Hanover's Innovative People Program**

HIPP is ready to launch the first week of November. Members of the Committee and the Public should see new energy.

HIPP Culture Window displays/clings will be sent to participating assets.

HIPP is working with Launch Pad for the Apprenticeship campaign.

3.2. **Business Retention & Expansion 2021 Recovery Report**

The 2021 Report was previously presented, for which highlighted emerging themes. Presentations were also made to Downtown Improvement Area (DIA), Hanover Chamber of Commerce and at the September 7, 2021 Public Meeting. Page 8 of the above referenced document highlights the Recommended Actions.

Subsequent to a comprehensive review of the 2021 Recovery Report, it was then;

MOVED BY DAVE FORD / SECONDED BY DAVE HOCKING

THAT the Economic Development Committee approves the Business Retention & Expansion 2021 Recovery Report as presented.

CARRIED

3.3. **Clean Energy Frontier ‘Plugging In’ Report & Recommendations**

A. Marshall circulated the above referenced Report, as prepared in collaboration with Nuclear Innovation Institute and Plug ‘n Drive for The Clean Energy Frontier program. The Report outlines why Bruce, Grey and Huron must prepare for an electric vehicle future by developing a clear and coordinated strategy for installing EV charging capacity, in coordination with local restaurants and tourism operators.

3.4. **Event Development Fund**

A. Marshall circulated the program criteria and application process for not-for-profit organizations that are seeking grant incentive funding for delivering events and initiatives within the Community.

4. **Grey County Update**

A. Marshall stated the Grey Transit Route (GTR) has created stops at Launch Pad, Marks, and the P & H Centre, in addition to the Hanover Civic Centre.

Grey County Tourism, through Environics Mobile Data analyzes visitor patterns, recently presented local data. The data identifies common market profiles such as demographics, behavioural, media, attitudes, etc. and how to target visitor needs and expectations.

5. **Launch Pad Update**

Launch Pad's Social Procurement project initiative is going very well. E. Morrison has been speaking to many municipal Councils in our area to give a Launch Pad update on growth, programming, and to give details on their social procurement project. The Municipality of Northern Bruce Peninsula has ordered 20 accessible picnic tables.

Launch Pad is currently going through a third-party accreditation review to gain the "Buy Social Canada" Designation that will validate Launch Pad's social enterprise and social impact initiatives. If successful, we will be the only organization to gain this status in an Ontario rural community.

E. Morrison will be presenting the final report for Neptune Scoops at our next meeting.

E. Morrison was pleased to announce that Launch Pad received an Apprentice Award in recognition of one of its instructors. Launch Pad always welcomes any and all financial assistance.

6. **Hanover Chamber of Commerce Update**

C. Schmalz updated the Committee members. Trick or Treat Trail will be held on Friday, October 29th. 10th Street will be closed for this Event. The Chamber will be conducting the Holiday Shop & Win, commencing the second week of November and continuing until December 17th.

Chamber of Commerce is employing a social media content creator and analytic tools to build and measure its social media platforms.

7. **Saugeen Municipal Airport Update**

D. Hocking was pleased to report that ‘Landing Gear Diner’ is open every day, except Mondays, from 8am to 4pm.

A flag raising ceremony was held at the Saugeen Municipal Airport representing the three municipal partners (Hanover, West Grey and Brockton) that provide financial assistance for operational costs.

SMA recently offered an on-site camping event, for which was very successful and profitable. Reviews were very favourable. The campers bought gas and enjoyed the amenities of the Airport and surrounding area.

8. **Correspondence**

8.1. **Hanover Building Stats – 3rd Quarter Report 2021**

D. Tedford highlighted the above referenced report. He further updated the Committee members with current development activities around Town.

8.2. **Economic Developer's Council of Ontario Top 10 of 2021**

Chair D. Eccles was very pleased to announce that April Marshall was recognized as the recipient of Economic Developers Council of Ontario Top Ten Award. The honour is awarded to individuals who have demonstrated overall excellence in the economic development profession and delivers local initiatives that have resulted in a positive impact.

Congratulations April!!!

9. **New Business**

9.1. **SEDC 35th Anniversary**

D. Eccles stated that he, Mayor Sue Paterson, Dave Hocking, April Marshall and Curtis Schmalz attended the celebration earlier in the day.

9.2. **New Business Openings**

Mayor Sue Paterson and A. Marshall recently welcomed 3 new businesses to the Community that includes, Oranje Grove Dutch Shoppe, Byer's Pools & Hot Tubs, and PBJ Cleaning Depot.

As well, Mayor Sue Paterson and A. Marshall will be attending Stacked Pancakes Grand Opening Event on Friday, October 29th, 2021

10. **Adjournment**

Moved by DAVE HOCKING

THAT this meeting now be adjourned at 2:15 pm

Chair, Dave Eccles

Committee Secretary, April Marshall