

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, July 21, 2021 | 9:00am
Virtual Meeting via Zoom

MEMBERS PRESENT Chair Dave Eccles | Dave Ford | Mike Schierz | Bev Morgan | Curtis Schmalz (arrived at 9:10am) | Dave Hocking (arrived at 9:35am)

REGRETS Alicia Mawhinney | Tammy Louther | Jason Radstake (all with notice)

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

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

1. **Adoption of July 21st, 2021 Regular Meeting Minutes**

Moved by DAVE FORD / Seconded by MIKE SCHIERZ

THAT the minutes of the July 21st, 2021 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 - Hanover's Innovative People Program**

A. Marshall continues working on the website, and the 4 pillars of the campaign, with an anticipated launch to occur at the end of the month. The 'Vegas North' entertainment district video shoot has been finalized. Window clings have been created to promote cultural assets.

3.2. **Business Retention & Expansion**

3.2.1. Review feedback received and confirm action items

A. Marshall updated the Committee members with feedback from the presentations with the Chamber of Commerce, DIA and the Public Meeting. Many businesses want increased safety measures implemented in the Downtown area, with the installation of surveillance cameras. There were inquiries relating to business licensing, capping certain types of businesses, truck by-pass and updating noise bylaw to regulate truck deliveries. Comments received through the public consultation process include creation of an HR network with attraction efforts focused on soft skills training, sharing successful attraction stories, promoting increased retail sales establishments, etc.

The Committee generally agreed to focus on tying objectives to current initiatives, increasing vibrancy in the downtown, with a heavy campaign to shop local.

The Committee discussed electric vehicle charging stations as a source for tourism attraction, in partnership with Bruce Power and the Clean Energy Frontier.

3.3. **Regional Advisory Committee**

3.3.1. **Real Estate COVID-19 Survey**

3.3.2. **New Business COVID-19 Survey**

A. Marshall circulated the above referenced surveys for the Saugeen Region. There is a meeting on Friday with SEDC to analyze results. It was noteworthy that 48% of newcomers relocating to Hanover are from the GTA, 20% are from Kitchener-Waterloo, 11% are from Orangeville and Guelph equally and combined from Cambridge, Milton, London and Hamilton. 7% of real estate transactions derive within 30km. 91% of respondents state that Covid-19 impacted their decision to move out of urban centres.

D. Ford suggested implementation measures be considered to assist newcomers, elderly, businesses, etc., with the impending vaccine passport system.

D. Ford, through the Family Health Team, is offering an 8-week virtual session to focus on cognitive behaviour therapy program.

3.4. **Tourism**

A. Marshall stated in conjunction with Grey Bruce Newcomers Week, the Cultural Roundtable hosted a Cultural Exchange Event on September 14th, 2021 at 7:00pm. with very successful participation.

Culture Days are planned for September 25th and 26th, 2021 with a great line-up of activities such as self-guided tours, selfie contests, farmer's market, lawn bowling event, antique plane & car show at Saugeen Municipal Airport, and Music in the Square. The butterfly mural will also be on display in the DIA Parkette for selfie photos. B. Morgan will be making a presentation on behalf of the Cultural Roundtable to Hanover Council. They hope to further our public art campaign by visually promoting Hanover's rich history, and other great landscapes.

The summer radio 'Entertainment Package' contest with 101.7 The One was very successful. There were 200 entries with a winner from Mount Forest. The entire radio campaign was noted as a success.

A. Marshall stated that an application for RED funding will be submitted to complete the wayfinding signage project. Feedback regarding installed signage has been positive.

4. **Grey County Update**

A. Marshall stated the Grey Bruce Local Immigration Partnership ties in nicely with the Town's cultural and newcomer attraction initiatives. The Partnership promotes inclusivity for diverse communities and workforces.

Grey Transit Route (GTR) is creating more stops in Hanover, including Launch Pad and the P & H Centre. Currently, the only stop is located at the Hanover Civic Centre.

5. **Launch Pad Update**

E. Morrison was pleased to announce the new website for Launch Pad is www.mylaunchpad.ca.

Launch Pad will be offering co-operative placement for woodworking, welding, etc. alternating on a one-week cohort basis. Fall programs start on October 4th, 2021.

Launch Pad is constructing picnic tables, bike racks, etc. to sell to municipalities.

Neptune Scoops enjoyed a profitable summer. A detailed financial analysis will be presented to the Board of Directors. Neptune Scoops will continue to be open Saturdays and Sundays from 1 to 8pm until September 26th, 2021.

SSUP wrapped up in August with an event at Launch Pad, who also provided a catered meal and Neptune Scoops ice cream.

A. Marshall will facilitate a meeting between Launch Pad and Saugeen Academy to encourage collaboration.

6. **Hanover Chamber of Commerce Update**

C. Schmalz updated the Committee members. There was no meeting of the Chamber in August. However, the golf tournament occurred on September 8th, 2021. Participation was down from previous years. The Chamber Awards were presented on August 19th at the Hanover Drive-In and was very successful.

7. **Saugeen Municipal Airport Update**

D. Hocking was pleased to report that 'Landing Gear' will commence restaurant operations next week.

8. **New Business**

8.1. **Next Meeting**

Committee members were informed that the next meeting of October 20th, 2021 will need to be rescheduled to commence at 1:30pm, due to SEDC 35th Anniversary celebration that same morning from 8am to 12pm.

8.2. **Industrial Park Drone Film**

A. Marshall shared a drone film featuring the Industrial and Business Park that was produced and edited to accompany the Town's application for Ontario's Investment Ready: Certified Site Program.

9. **Adjournment**

Moved by DAVE HOCKING

THAT this meeting now be adjourned at 10:14 am

Chair, Dave Eccles

Committee Secretary, April Marshall