
ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, September 21, 2022 | 9:00am
Saugeen Room | Civic Centre

MEMBERS PRESENT Chair Dave Eccles | Dave Ford | Dave Hocking | Jason Radstake | Alicia Mawhinney | Curtis Schmalz | Tammy Louthier

REGRETS Bev Morgan | Mike Schierz (absent with notice)

OTHERS PRESENT April Marshall | Sherri Walden | Don Tedford | Brenda Goetz

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

1. **Adoption of June 15th, 2022 Regular Meeting Minutes**

Moved by DAVE FORD / Seconded by DAVE ECCLES

THAT the minutes of the June 15th, 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. **Saugeen Connects**

A. Marshall reported that the Student Start-up Program (SSUP) is in its third year and has seen 147 students participating. In 2022, 47 students applied to run 39 businesses (11 students and 7 businesses from Hanover).

The new administrative assistant is a welcomed addition to Saugeen Connects, and has increased social media presence.

3.2. **CIP**

A. Marshall reported that 3 projects went ahead this year under the Community Improvement Program i.e. Switzer leasehold improvements, Launch Pad signage and Bruton's Decorating. The first tax increment equivalent grant has been approved and is a success story. GeoFocus Group is proposing to develop lands known as 651 23rd Avenue with two 71-unit apartment buildings for which will increase the Town's attainable housing stock.

A. Marshall outlined the various financial incentive programs established within the Community Improvement Plan.

Discussion ensued regarding the difference between affordable vs attainable housing, as well as other types of housing.

3.3. **Lead the Charge – EV Charger Installation**

Bruce Power and Westario Power have partnered with Hanover to install 2 electric vehicle (EV) charging stations, with two chargers per station. One unit will replace the existing unit located in the Rexall parking lot, and the other will be installed at the P & H Centre. The units will be leased to the Municipality, and includes maintenance. Use of the stations will be complimentary for the first two hours of the first year as part of the agreement. Subsequently, the Town will receive revenues generated by usage. Directional signage will be implemented within our wayfinding strategy, to identify the location of the EV charging stations.

Subsequent to a very good discussion regarding the parking bylaw and enforcement, it was then;

Moved by DAVE FORD / Seconded by DAVE HOCKING

THAT staff review the parking bylaw for electric vehicle parking and enforcement.

CARRIED

3.4. **HIPP – Lifestyle and Entrepreneur Summer Marketing Campaign & Apprenticeship 2023 project**

The HIPP – Lifestyle and Entrepreneur Campaign Final Report prepared by BC Hughes and dated August 8, 2022 was circulated and reviewed by the members. A. Marshall stated that it was a targeted digital campaign, predominately used by potential investors. The website had 3,152 visits in June, originating from Toronto, Brampton, Kitchener, Mississauga, London, etc.

Funding has been approved to partner with Launch Pad to hire a coordinator to solely focus on the Apprenticeship Campaign by taking an inventory of apprenticeship opportunities, connect with employers, match available training opportunities, create marketing videos, emphasize benefits and support the Canadian Welling Bureau certificate program at Launch Pad.

3.4. **2023-2026 Strat Plan**

The Committee members agreed that a recap of the current Strategic Plan be discussed at the October meeting. It is anticipated that the Plan will be updated in 2023.

4. **Grey County Update**

The Grey Bruce Local Immigration Partnership (GBLIP) attended Hanover Council meeting on August 8, 2022 and provided an update. The Partnership has focused on developing sub-committees to facilitate outreach and direction in response to the strategic goals. An example of this is the employer sub-committee providing printed posters to display at workplaces and promote diversity and inclusion, to assist immigrants to settle successfully and collaborate with organizations and businesses to become a welcoming and inclusive environment.

D. Tedford stated that Official Plan Amendment No. 11, relating to future settlement areas surrounding Hanover's boundary, was presented to Grey County Council at their September 8th, 2022 Committee of the Whole meeting. The report will be further presented for adoption at Grey County Council meeting later this week.

5. **Launch Pad Update**

N. Manglal-Ian sent his regrets, however submitted his report.

Launch Pad has a new class in 3D Design for which is reaching capacity limits. The price model has been updated to provide recognition to instructors by standardizing

compensation of \$30/hour. This is the next step in an effort to build programming pathways and core programs as opposed to introduction or beginner classes. This provide more opportunities for youth. Launch Pad has seen an increase of drop-in youth with 90% attending the Centre at least once per week. The new electronic signboard is fully operational and is partially being used as an advertising tool for Launch Pad.

N. Manglal-lan shared a success story whereby a 19-year old female welding student who received her welding certificate through Launch Pad, has been hired by Bruce Power!

6. **Hanover Chamber of Commerce Update**

C. Schmalz reported that the Trick or Treat Trail will be held on October 31st; 10th Street will be closed from 7th to 13th Avenue. The Christmas Holiday Shop & Win promotion is planned.

The 'Business After 5 Social' was recently held at Cedarcrest Trout Farm, with good participation.

The Chamber is partnering with D.I.A. and the Town to assist businesses located within the Hanover area (N4N & 364/506) with updating or enhancing their security devices.

On Monday September 26, 2022 from 7:30pm to 9pm, the Chamber is hosting the Candidates running for this year's municipal election.

7. **Saugeen Municipal Airport Update**

D. Hocking reported that the airport restaurant enjoyed a successful summer. The flight school offered children aged 8-17 with a free flight. This event was well attended with 113 children taking flight.

Canadian Astronaut Commander Chris Hadfield attended the Airport.

Discussions continue regarding hosting the Canadian Snow Birds to the Airport.

8. **Committee Terms of Reference Review**

The Committee members agreed to review the Terms of Reference at the October meeting to ensure best resource of members and staff time.

9. **Correspondence**

9.1. **Saugeen Economy Newsletter 1st Half 2022**

9.2. **Hanover Culture Days, Celebrating our Theatres**

The agenda included the above documents, for the members' information.

10. **New Business**

10.1. **223 10th Street Ground Breaking**

A. Marshall is pleased to announce that a ceremonial ground breaking is scheduled for 1:00pm on September 21st, 2022 (today).

11. **Adjournment**

Moved by CURTIS SCHMALZ

THAT this meeting now be adjourned at 10:40 am

Chair, Dave Eccles

Committee Secretary, April Marshall