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**ECONOMIC, TOURISM CULTURAL DEVELOPMENT ADVISORY COMMITTEE  
MINUTES**

Wednesday, December 6, 2023 | 12:00 pm  
Saugeen Room | Civic Centre

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**MEMBERS PRESENT** Chair Dave Eccles | Jason Rahn | Jenn Olivero | Pat Butler | Steve White | Susan Sakal

**REGRETS** Jason Radstake

**OTHERS PRESENT** Bev Morgan | Ruth Linnen | Stephen Ferguson | April Marshall | Sandeep Kaur | Laura Christen | Brandon Dobson

**DISCLOSURE OF  
PECUNIARY INTEREST** Nil

**DELEGATIONS** Nil

**DISCUSSIONS & DECISIONS**

1. **Adoption of October 18<sup>th</sup>, 2023 Regular Meeting Minutes**  
**Moved by JENN OLIVERO / Seconded by SUSAN SAKAL**  
THAT the minutes of the October 18<sup>th</sup>, 2023 Regular Meeting be approved as printed and circulated.  
**CARRIED**
2. **Adoption of November 1<sup>st</sup>, 2023 Cultural Roundtable Meeting Minutes**  
**Moved by JASON RAHN / Seconded by STEVE WHITE**  
THAT the minutes of the November 1<sup>st</sup>, 2023 Cultural Roundtable Meeting Minutes be approved as printed and circulated.  
**CARRIED**
3. **Adoption of October 26<sup>th</sup>, 2023 Regular Heritage Meeting Minutes**  
**Moved by PAT BUTLER / Seconded by SUSAN SAKAL**  
THAT the minutes of the November 1<sup>st</sup>, 2023 Cultural Roundtable Meeting Minutes be approved as printed and circulated.  
**CARRIED**
4. **Business Arising from Minutes –**  
S. Sakal clarified that, in the regular minutes, the reference to the 28,000 negative photos provided to the town by the children of a former reporter for the Post of 40 years should be corrected to 2,800 negatives.

A. Marshall shared an update from the Cultural Roundtable about their successful summer, highlighting events such as Music in the Square, cultural exchange events, and a productive joint cultural roundtable meeting with Minto and Wellington North. She also noted the success of Culture Days, which featured a Cultural Showcase on September 23rd that included antique furniture pieces (Heritage Committee Knechtel Furniture bedroom set), a Saugeen Artists Guild exhibit, a Hanover Community Players 'Make & Take' workshop, and a Grey Bruce Singers display. Additionally, there were events like the Eat Well Market, Fall Studio Tour, and a self-guided public art tour in the downtown area that ran through the program dates of September 22<sup>nd</sup> – October 15<sup>th</sup>. A. Marshall added that they are exploring alternative methods and additional strategies to draw more people to the showcase event and other activities downtown.

J. Rahn provided a Heritage Committee update on building signs, noting the completion of follow-ups to buildings that had been renovated to reinstate the heritage plaques. Additionally, efforts are underway to identify new properties for this heritage building recognition.

5. **Resignation of member Curtis Schmalz**

**Moved by JASON RAHN / Seconded by JENN OLIVERO**

THAT the Economic, Tourism and Cultural Development Advisory Committee regretfully accept the resignation of member, Curtis Schmalz.

**CARRIED**

A. Marshall updated the committee on the resignation of one of our members, Curtis Schmalz, who relocated his business, MacLean's Ales Inc. She mentioned that as he was also designated as the Hanover Chamber of Commerce representative, a request will be extended to them to replace him.

6. **ETCDAC Strategic Plan 2023-2027**

**Moved by JASON RAHN / Seconded by JENN OLIVERO**

THAT the Economic, Tourism and Cultural Development Advisory Committee approve the Town of Hanover Economic, Tourism and Cultural Development Strategic Plan 2023-2027 as presented with discussed minor amendments.

**CARRIED**

A. Marshall expressed gratitude to the committee members for their valuable input in completing the final draft of the strategic plan. She mentioned that the information collected from the BR+E 2021 Town of Hanover Recovery Report, The Grey't Reset Economic Development, Tourism and Culture Master Plan and the Town of Hanover Strategic Plan 2023-2027 were utilized to shape this plan.

7. **Year in Review**

A. Marshall shared key accomplishments of the year with the committee members. Highlights include: -

- In partnership with Launch Pad and with funding support through the Rural Economic Development (RED) Fund offered by the Ministry of Agriculture, Food and Rural Affairs (OMAFRA) a focus was put towards advancing the HIPP Apprentice retention and attractions campaign. Achievements included hiring a HIPP Apprentice Project Coordinator whose work was to leverage the space at Launch Pad to deliver programming and collaborate with unions, employment

agencies, social support groups, education institutions and local businesses to provide apprenticeship awareness and trades training in the community.

- Additionally, a series of 'Trades are Cool' videos are being produced to promote young people exploring a career in the skilled trades by profiling local businesses and their people. Videos are also in development to support promoting Launch Pad (What is Launch Pad, Why Donate to Launch Pad, Field Trip Opportunity to Teachers).
- Phase two of our Wayfinding Strategy was implemented with funding support through RED and included adding to our Primary and Secondary Directional inventory as well as the addition of new Service Organization and Community Event Signs at our entrances.
- In collaboration with the Lead the Charge initiative, Bruce Power and Westario Power partnered to provide incentives for local municipalities to install EV Chargers that helps the region prepare for an electric vehicle future. With this, Hanover installed two new EV Charging stations at the P&H Centre and at Heritage Square.
- Our CIP continues to support investment in our business community's properties and promote new development. A significant impact to Downtown Hanover has been realized this year through projects that improved facades and signage, vacant building conversion and property, parking and landscape improvements and has resulted in notable growth of two existing businesses.
- Partnerships /Sponsorships
  - Saugeen Connects saw 60 area youth start 58 businesses through the Saugeen Summer Student Start-Up Program.
  - Workforce Development was advanced in a collaborative approach through the SEDC's Regional Advisory Committee. Each municipality identified a pilot company in their area to work with to better understand how we can support and grow their hiring and retention efforts. Subsequently, quality training opportunities were provided relevant to the businesses' needs.
  - Hawk's Nest Competition was a huge success. Our sponsorship helped to strengthen the economic development of rural Ontario and will have a lasting impact on the entrepreneurs who pitched their ideas to the Hawks that evening.
  - Joint summer radio campaign to promote our Entertainment and Downtown District's continued in collaboration with the DIA, Hanover Chamber of Commerce, Hanover Raceway and Playtime Casino.
  - We are pleased to continue to support the DIA and Hanover Chamber of Commerce Holiday Shop & Win promotions and annual Trick or Treat Trail.
- Through the Event Development Fund, Music in the Square and cultural activities we continue to foster community development and pride, and invite visitors to experience what Hanover has to offer. The Event Development Fund reinforced growth of the Plein Air Painting Festival, Hanover Fair, the Ontario Criers Guild Championship and the Fall and Christmas Markets in the Square.

## 8. Stakeholders & Initiative Updates

### a) Launch Pad | HIPP Apprentice

A. Marshall provided updates on Launch Pad, highlighting a tour conducted by Christine with Sacred Heart School students to explore career opportunities at the NWMO Oakville facility. She also mentioned the hiring of a new executive director and two donation campaigns currently being promoted. The Youth Program

Manager position will soon be posted and an Adult Programs & Operations Manager position is also currently in development.

b) **Hanover Chamber of Commerce**

To encourage the "shop local, support local" initiative, the Hanover Chamber arranged the Hanover Holiday Shop & Win, with the DIA and Town, from November 20th to December 16th, 2023, and is experiencing positive feedback. The Christmas Luncheon and Community Recognition event hosted by the Hanover Chamber of Commerce and sponsored by OLG featured Mayor Paterson's Top 10 of 2023 presentation and was a resounding success. The Town and OLG have fostered a positive partnership, contributing funds to support capital projects aimed at enhancing our community.

c) **DIA**

J. Olivero discussed the recent regular budget meeting and highlighted their efforts. Additionally, she noted that updates for ongoing initiatives like the Hanover Holiday Shop & Win, aimed at promoting local support, are posted regularly to their social media channels. She also noted that the Christmas Market held on December 2, 2023, was successful.

d) **Saugeen Municipal Airport**

A. Marshall mentioned discussions on the future with partner neighbouring municipalities is ongoing. In collaboration with the County, exploring investment options for the airport also continue.

e) **Grey County**

A. Marshall highlighted the partnership between Grey County and SOIC (Southwestern Ontario Isotope Coalition). The coalition aims to utilize the region's strengths to support Canada's national objective of advancing the production, development, and use of medical isotopes in the global fight against cancer. She also mentioned participating in a SOIC meeting scheduled for next week to discuss the necessary assets for its development.

She added that the Town continues to receive support from the County for Hotel Development. Additionally, she shared news about Grey County's Sydenham Campus partnering with Georgian College to establish a daycare innovation centre in Owen Sound. Hands on training will be provided to promote growing licenced home care providers in the region.

She further elaborated on the Teeny Tiny Summit organized by OMAFRA that focuses on scale-appropriate economic development strategies for Ontario's smallest communities is scheduled to take place in Holstein (Township of Southgate) in May 2024.

9. **New Business**

NIL

11. **Adjournment**

**Moved by SUSAN SAKAL / Seconded by JASON RAHN**

THAT this meeting now be adjourned at 1:15 pm

Chair Dave Eccles wished everyone Happy New Year and Merry Christmas.

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Chair, Dave Eccles

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Committee Secretary, April Marshall