

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

Wednesday, September 20, 2023 | 9:00am  
Saugeen Room | Civic Centre

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

**REGRETS** Steve White | Curtis Schmalz

**OTHERS PRESENT** April Marshall | Sherri Walden | Sandeep Kaur | Laura Christen

**DISCLOSURE OF  
PECUNIARY INTEREST** Nil

**DELEGATIONS** Nil

**DISCUSSIONS & DECISIONS**

1. **Adoption of June 21<sup>st</sup>, 2023 Regular Meeting Minutes**  
**Moved by JASON RADSTAKE / Seconded by SUSAN SAKAL**  
THAT the minutes of the June 21<sup>st</sup>, 2023 Regular Meeting be approved as printed and circulated.

**CARRIED**
2. **Adoption of June 15<sup>th</sup>, 2023 Regular Heritage Committee Meeting Minutes**  
**Moved by PAT BUTLER/ Seconded by SUSAN SAKAL**  
THAT the minutes of the June 15<sup>th</sup>, 2023 Regular Heritage Committee Meeting Minutes be approved as printed and circulated.

**CARRIED**
3. **Adoption of August 17<sup>th</sup>, 2023 Regular Heritage Committee Meeting Minutes**  
**Moved by PAT BUTLER / Seconded by SUSAN SAKAL**  
THAT the minutes of the August 17<sup>th</sup>, 2023 Regular Cultural Roundtable Meeting Minutes be approved as printed and circulated.

**CARRIED**
4. **Adoption of June 7<sup>th</sup>, 2023 Regular Cultural Roundtable Committee Meeting Minutes**  
**Moved by JENN OLIVERO / Seconded by JASON RAHN**  
THAT the minutes of the June 7<sup>th</sup>, 2023 Regular Cultural Roundtable Meeting Minutes be approved as printed and circulated.

**CARRIED**

5. **Adoption of September 6<sup>th</sup>, 2023 Regular Cultural Roundtable Committee Meeting Minutes**

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

THAT the minutes of the September 6<sup>th</sup>, 2023 Regular Cultural Roundtable Meeting Minutes be approved as printed and circulated.

**CARRIED**

6. **Business Arising from Minutes – Nil**

7. **Strategic Planning**

A. Marshall stated that Grey County is updating its Economic Development Strategic Plan and the Town of Hanover is in the process of finalizing its Corporate Strategic Plan. It is the intention of Hanover Economic Development to utilize these two plans to form its updated plan. The 2020 BR+E and Welcoming Communities Assessment Report will also be considered. During the October meeting, the plans will be reviewed by members and input will be sought to further establish priorities and timelines specific to establishing Hanover's Economic, Tourism and Cultural Development Plan.

8. **Community Improvement Program**

A. Marshall was delighted to announce that this year has been a success, and approved projects have met the CIP grant budget. She also provided a list of the approved projects who are intended to received grants for building and property improvements. Additionally, she noted two pending applications that have not been approved due to the budget being met. Members discussed the possibility of seeking additional funding support for current applications from the DIA to contribute to downtown development and a request for the Chamber of Commerce to consider support in their 2024 budget.

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

THAT an ask be extended to the DIA for CIP funding support for 2023 downtown property applications and should it not be supported that a report be brought forward to Town of Hanover Council to update them on the status and request allotting additional funds to support approving pending applications.

**CARRIED**

9. **Stakeholder & Initiatives Updates**

9.1. **Saugeen Connects – SSUP & WOWSA**

Women of Wellington Saugeen Area aims to inspire, empower and connect women in business in the County of Wellington and Saugeen River region in Ontario by providing creative education and networking events. WOWSA is organizing its next season of events that includes "Show Me the Money" in the Town of Minto on October 25<sup>th</sup>, where a panel of resources offering funding to start or grow business will be offered. The following event will be in Hanover on November 10<sup>th</sup>. "Women Who Rock" will feature an evening of entertainment at Back Porch Events 'Just Heart' tribute concert (at the Hanover Civic Theatre), with pre-event networking at Cravings Family Restaurant and a special treat from That Crazy Baker.

The Saugeen Student Startup Program has had an overwhelming response to a call for applications for area youth to try self-employment this past summer. A. Marshall stated that the collaborative is determined to support every youth applicant to start or grow their business. The SSUP program supported 58 businesses operated by local area youth.

9.2. **Regional Advisory Committee Workforce Project**

Regional Advisory Committee (RAC) is working to provide support to local employers to retain and attract the workforce they need. One pilot company has been identified in each participating community and training has been extended to build knowledge in the focus areas of mental health first aid and respect in the workplace.

9.3. **HIPP Apprentice | Launch Pad**

A. Marshall shared that in collaboration with Launch Pad, plans are being executed to help elevate available skills training opportunities. To introduce the skilled trades program, in partnership with OYAP, a Tools in the Trades boot camp was hosted at Launch Pad on July 13<sup>th</sup> and got an overwhelming response.

9.4. **Hanover Chamber of Commerce**

With the absence of the representative no updates were provided.

9.5. **DIA**

J. Olivero shared that the downtown flower baskets are blooming well and that the market committee is now looking towards the Christmas Market that will include an indoor element at St. Matthew's on the same day as the Christmas Parade. They are also discussing hosting a Lighting of the Square the night before (Friday) and focussing on social media contest and promotions to promote the downtown. J. Olivero was also excited to share that Town Crier Championship was a success and thanked everyone who attended it. Jenn Olivero has also been elected as the first female president of the Ontario Guild of Town Criers.

A. Marshall updated members on the feedback received when by-law enforcement responded to the DIA's request to put a focus on downtown parking infractions, as there seems to be a disconnect with businesses and their employees as to why they can't park on the main street for longer then the posted 2-hour limit. She noted that a focus on exploring strategies for educating business owners about avoiding parking their vehicles in the downtown area will start in the presentation at the upcoming Mayor's Breakfast for Business, but the DIA's assistance is also required.

9.6. **Saugeen Municipal Airport**

The May 2023 event was noted and was an informative day for council members from the partner municipalities to learn about their airport assets, tour the grounds, take flights and interact with members of the airport commission. MPP Lisa Thompson recently attended an airport event and described the airport "A Gem".

9.7. **Grey County | GBLIP**

A. Marshall advised that she is also participating in sessions to provide input into the Grey County Economic, Tourism and Culture Strategic Plan.

A. Marshall delivered an update on partnering with GBLIP and the national Newcomers Week initiative that included Hanover promoting its welcome package for new residents that can be picked up at the Civic Offices, Library and the P&H Centre, as well as two free skating events that occurred that week. Ideas to further share the opportunity on how to inform new residents was discussed.

A. Marshall also confirmed working with GBLIP to create a video to promote the newcomer assessment tool and the value for communities, organizations and

employers to complete so that they can better understand how to be a welcoming community and to help inform GBLIP on how they can facilitate regional collaboration in this regard.

## **10. Correspondence**

### **10.1. Hanover Lead the Charge- EV charger installation**

Town of Hanover is proud to announce that the town has two new charging stations for public use in Heritage Square and at the P&H Centre. Now Hanover has 5 electric vehicle charging stations available in total. The Westario Power and Bruce Power partnership offers hands-on support and funding to municipalities in Bruce, Grey, and Huron to increase the availability of EV chargers to address growing needs.

### **10.2. Hanover Cultural Days**

Town of Hanover is embracing its culture and heritage through Cultural Days that starts from September 22<sup>nd</sup> and ends on October 15<sup>th</sup>. The Cultural Showcase event will feature antique furniture pieces (Heritage Committee Knechtel Furniture bedroom set), Saugeen Artists Guild exhibit, Hanover Community Players 'Make & Take' workshop and a Grey Bruce Singers display. Other inclusions are the Eat Well Market, Fall Studio Tour and self-guided public art tour in the downtown.

### **10.3. Mayor's Breakfast**

A. Marshall provided information about the inaugural Mayor's Breakfast for Business that is scheduled for Thursday, October 5<sup>th</sup>, 2023 at the Hanover Legion. Town of Hanover presentations will be delivered by staff to provide our business community and interested residents the opportunity to learn more about Hanover's new Strategic Plan, our Community Profile, Age Friendly for Business, the Customer Service Portal, Building and By-law updates, as well as the opportunity for attendees to ask questions.

### **10.4. Launch of Employee Survey**

A. Marshall provided information about the Four County Labour Market Planning Board and Advisory Partners have launched the re-designed 2023 Employee survey. The survey opens on September 1, 2023 and closes on November 1, 2023. This survey is designed to gain valuable feedback from both employees and job seekers. Local data supports the success of projects and initiatives that address the needs of our workforce.

### **10.5. Saugeen Economy Newsletter 1<sup>st</sup> Half 2023**

A. Marshall stated that the Economic Indicators in the 1st half of 2023 show signs of a slowing economy. Ontario housing demands remain high in the province; however, the real estate sector has slowed down due to the increased rates and inflationary pressures. New Build Permits mirror the real estate industry with 520 less permits issued in the Saugeen area when compared to the same period last year.

### **10.6. Hanover Building Stats – 1<sup>st</sup> Quarter Report 2023**

It was noted that the building permits issued this year (70) is lower than compared to last year (123). Receiving a smaller number of applications may be due to the high interest rates.

## **9. New Business**

NIL

11. **Adjournment**

**Moved by JASON RADSTAKE / Seconded by JASON RAHN**

THAT this meeting now be adjourned at 10:10 am

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Chair, Dave Eccles

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Committee Secretary, April Marshall