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

Wednesday, May 15, 2024 | 9:00 am
Saugeen Room, Civic Centre

MEMBERS PRESENT Chair Dave Eccles | Alina Rehkopf | Georgina Barlow | Jason Rahn | Jenn Olivero | Pat Butler | Steve White

REGRETS Jason Radstake | Susan Sakal

OTHERS PRESENT April Marshall | Laura Christen (departed at 10 am) | Sherri Walden (departed at 10 am) | Sandeep Kaur | Dave Hocking, Councillor Alternate

**DISCLOSURE OF
PECUNIARY INTEREST** Nil

DELEGATIONS

DISCUSSIONS & DECISIONS

1. **Adoption of March 20, 2024 Regular Meeting Minutes**
Moved by PAT BUTLER / Seconded by GEORGINA BARLOW
THAT the minutes of the March 20, 2024 Regular Meeting be approved as printed and circulated.
CARRIED
2. **Adoption of May 1, 2024 Regular Cultural Roundtable Meeting Minutes**
Moved by JENN OLIVERO / Seconded by ALINA REHKOPF
THAT the minutes of the May 1, 2024 Regular Cultural Roundtable meeting be approved as printed and circulated.
CARRIED
3. **Adoption of March 21, 2024 Regular Heritage Meeting Minutes**
Moved by GEORGINA BARLOW / Seconded by JASON RAHN
THAT the minutes of the March 21, 2024 Heritage Committee meeting be approved as printed and circulated.
CARRIED

4. **Business Arising from Minutes –**

P. Butler provided an update on the upcoming events, including Music in the Square every 2nd and 4th Saturday from June to August, from 11 am to 1 pm, and a Cultural Symposium on May 31st, from 10 am to 2 pm at the Civic Theatre. She also mentioned that Canadian Tire, in partnership with the Hanover Public Library, will hold their 15th annual Hanging Basket Sale during the May long weekend, from May 16th to May 20th. Additionally, the Hanover Community Players are currently holding auditions for The Sound of Music winter production.

A. Marshall mentioned that the Cultural Roundtable Event Development Fund has received many applications, which the committee have reviewed. She also noted that Saugeen Artists Guild will host a quick paint event on July 27th as recipients of the grant.

J. Rahn updated the committee that the last Heritage Meeting was held at Mark Rogan's house, where attendees had the opportunity to view the original Knechtel's home and antique furniture as they discussed ideas for the historic house tour they are planning as part of Culture Days.

5. **Saugeen Municipal Airport Stakeholder Update**

Dave Hocking, a Councillor at the Town of Hanover and Saugeen Municipal Airport Commission Chairperson, provided an overview of the airport's operations, as a follow-up to the municipal partner meeting held on April 17th, 2024 that committee members participated in as part of their regular meeting time. D. Hocking started by reviewing the funding formula for the Saugeen Municipal Airport. The Municipality of Brockton contributes 40%, the Town of Hanover 31%, and the Municipality of West Grey 27%. He noted that while some municipalities are closing their airports, others like the Municipality of Kincardine are investing significantly in theirs due to its potential. He also noted that the Town of Hanover's approach to reviewing potential options before making-a-decision was appreciated by the SMA pilot community, and he advocated for a more professional approach from all partners in the future.

D. Hocking also shared information about the upcoming First Responders Day on Saturday, June 8, 2024, at the Saugeen Municipal Airport. The event aims to showcase first responders (vehicles and equipment) and highlight the airport's importance for their services. It will feature participation from helicopters operated by Ornge, OPP, and Hydro One, as well as vehicles from local Fire Departments, EMS, Search and Rescue, St. John's Ambulance, and Police. This event will provide the public with a chance to observe and appreciate these vehicles and their life-saving equipment. Free ice cream will be provided to children who attend.

He also mentioned that on June 22, there will be a free kids' fly day at SMA, attracting visitors from both near and far.

6. **ETCDAC Strategic Plan Priority 3: Business Engagement Review**

A. Marshall delivered a detailed review regarding the Priority 2: Business Engagement Review to committee members. She outlined the timelines for programs and events aimed at strengthening Hanover's economy. She also mentioned initiatives to support business safety, such as the recent Small Business Security Grant. This grant, a partnership between the Town, DIA, and Chambers of Commerce, provided \$1,000 to downtown business owners for security enhancements like installing cameras.

7. **Stakeholders & Initiative Updates**

i. **HIPP Entrepreneur Business Plan Competition**

A. Marshall gave an overview of the inaugural HIPP Entrepreneur Business Pitch Competition, scheduled for this fall, which aims to foster the growth of small businesses in Hanover. She also mentioned that local businesses are offering their support for the event, as well as local media, by contributing prizes for the business finalists.

ii. **HIPP Apprentice Video Implementation Results**

A. Marshall mentioned that HIPP Apprentice videos with Montgomery Industrial Services and Making Headlines Hair and Barber Studio were promoted via a successful social media campaign which brought good traffic to the website. The digital marketing campaign saw 241,351 impressions and 11,727 clicks. This resulted in 4,307 website visits to hippapprentice.ca. She also mentioned the Top 10 visitor locations viewing the site came from Hanover, Toronto, (not set), Durham, Wingham, Port Elgin, London, Kincardine, Grey Highlands and Clifford.

iii. **Hanover Chamber of Commerce**

G. Barlow announced that the Chamber will host their annual award celebration at the Legion on May 28th.

iv. **DIA**

J. Olivero reported that the DIA held its meeting in April, and they concluded the Mother's Day contest in partnership with Dutch Touch Photography. The winners received a \$150 package to be used by the end of November. She also mentioned that they are currently working on Father's Day promotions, and with the Lawn Bowling Curling Club to arrange envelopes and packages to distribute at their upcoming tournament.

v. **Saugeen Connects**

A. Marshall provided details about the Student Start Up Program (SSUP), highlighting its ongoing growth. She noted that Saugeen Connects received 78 applications, with 19 coming from Hanover. She stated that she will

provide more information and updates soon upon review and approval of the applications.

vi. **Grey County**

A. Marshall announced that the Township of Southgate will host the next Teeny Tiny Summit on May 28, 2024 in Holstein. Teeny Tiny Summits, organized by OMAFRA, began in 2016 as a platform to discuss economic development strategies tailored for Ontario's smallest communities. A. Marshall was asked by Grey County to present a case study at the Summit about her experience in implementing innovative solutions in rural communities, in which she will speak to the HIPP campaign. She also updated members that the grand opening of the Sydenham Campus will take place on May 30th. This regional skills training, trades, and innovation center in Owen Sound will offer small business support and entrepreneur training.

vii. **Clean Energy Frontier | Southwestern Ontario Isotope Coalition**

The Clean Energy Frontier Summit took place in January, where the Ontario Pumped Storage Project, a proposed 1,000-megawatt clean energy storage facility in Meaford, was discussed. Additionally, the Clean Energy Frontier has initiated an Award of Excellence program. SOIC has asked for committee input to update the terms of reference, a request of Bruce County's, and on the newly developed strategic plan. Mayor Sue Paterson serves as the elected representative to SOIC.

8. **Correspondence**

i. **Cultural Symposium- May 31, 2024**

The Cultural Roundtables of Hanover, Minto, and Wellington North extend an invitation to local stakeholders to attend the Cultural Symposium on Friday, May 31, from 10 am to 2 pm at the Hanover Civic Theatre. This event promises enriching discussions, providing community leaders with valuable insights into equity, diversity and inclusion training and cultural experience development.

ii. **Music in the Square and Newcomer Kick-off Event 2024 Season**

A. Marshall shared details regarding the Music in the Square kick-off event, along with a Newcomer event scheduled for June 8th, running from 10 am to 1:30 pm. Mayor Sue Paterson will be present to commence the event and extend a warm welcome to new residents.

9. **New Business**

The Hanover Home & Lifestyle Show is scheduled to occur on May 25th and 26th at the P&H Centre. The Town display is being coordinated with the Library, Splash-Pad Fundraiser Committee and will incorporate Heritage Artifacts.

10. **Adjournment**

Moved by JENN OLIVERO / Seconded by STEVE WHITE

THAT this meeting now be adjourned at 10:47 am.

Chair, Dave Eccles

Committee Secretary, April Marshall