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

Wednesday, June 19, 2024 | 9:02 am  
Saugeen Municipal Airport

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

**REGRETS**

**OTHERS PRESENT** April Marshall | Andrew Wilken | Sandeep Kaur

**DISCLOSURE OF  
PECUNIARY INTEREST** Nil

**DELEGATIONS****DISCUSSIONS & DECISIONS**

1. **Adoption of May 15, 2024 Regular Meeting Minutes**  
**Moved by JENN OLIVERO / Seconded by PAT BUTLER**  
THAT the minutes of the May 15, 2024 Regular Meeting be approved as printed and circulated.  
**CARRIED**
2. **Adoption of June 5, 2024 Regular Cultural Roundtable Meeting Minutes**  
**Moved by SUSAN SAKAL / Seconded by GEORGINA BARLOW**  
THAT the minutes of the June 5, 2024 Regular Cultural Roundtable meeting be approved as printed and circulated.  
**CARRIED**
3. **Adoption of April 18, 2024 and May 16, 2024 Regular Heritage Meeting Minutes**  
**Moved by ALINA REHKOPF / Seconded by SUSAN SAKAL**  
THAT the minutes of the April 18, 2024 and May 16, 2024 Heritage Committee meeting be approved as printed and circulated.  
**CARRIED**

4. **Business Arising from Minutes –**

P. Butler provided an update on the Cultural Symposium held on May 31st at the Civic Theatre, noting its great success. The event was attended by residents and local stakeholders from the Town of Hanover, Town of Minto, and Township of Wellington North. The keynote speaker, Malissa Bryan from the Rainbow Diversity Institute, delivered a keynote address on “Implementing Equity, Diversity & Inclusion as Community Leaders.” Lunch was catered by Launch Pad Skills Training & Technology Centre. A workshop at the end of the session generated ideas for cultural engagement. She also mentioned the success of the Newcomer Event as part of the Music in the Square event held on June 8 in Heritage Square and noted a positive response to The Sound of Music auditions by the Hanover Community Players.

J. Rahn added that the Heritage Committee has not finalized the heritage home tour for Cultural Days and mentioned that Knechtel’s home is not available for the cultural tour.

5. **ETCDAC Strategic Plan Priority 4: Culture & Priority 5: Tourism**

A. Marshall provided a detailed update on Priority 4: Culture and Priority 5: Tourism to the committee members. She noted that the wayfinding project is nearing completion, with the inclusion of parks and trail signage. She announced plans to commence the Tourism Plan this fall and highlighted the upcoming 101.7 The One entertainment package contest for Hanover, as part of our summer radio campaign. Additionally, she informed the committee that the tourism brochures are ready and available. She also provided an update on the EV chargers: one is located at the P&H Centre and the other at Heritage Square. A grant from Bruce Power and Westario Power was received for these chargers. The new EV chargers include a tracking system to monitor usage duration. She further mentioned that the council aims to promote EV chargers in town and is looking to install a Level 3 chargers for fast charging with third party private investors via the RTO7 (Regional Tourism Organization 7) GoEV Funding Program.

6. **Stakeholders & Initiative Updates**

i. **Hanover Chamber of Commerce**

G. Barlow announced that the Chamber's annual award celebration was a success, with members enjoying the food. The golf tournament is scheduled for September 4, 2024. The date for the Blue-Sky meeting with DIA and the Chamber has not been decided yet. Additionally, she mentioned that the Chamber will support the HIPP Entrepreneur Business Competition by providing three one-year memberships to qualifying entrepreneurs.

ii. **DIA**

J. Olivero reported that the online promotions for Father’s Day on Facebook and Instagram were successful.

iii. **Saugeen Municipal Airport**

A. Marshall stated that the report outlining the potential options for direction with respect to the Saugeen Municipal Airport was presented and discussed at the previous Hanover Council Meeting.

iv. **Saugeen Connects**

A. Marshall shared details about the Student Start-Up Program (SSUP), highlighting the overwhelming success in application submissions. She noted that Saugeen Connects review and qualify the applications and have provided information about the next steps to successful candidates. Permission forms are required to be returned for students to participate. The final count includes 51 students operating 47 businesses, with 13 students participating from Hanover. She also mentioned that the program is receiving strong support from community sponsors. Members expressed interest in being invited to the wrap up BBQ event for the program.

v. **Grey County**

A. Marshall announced that she was at the Grey County office last week for discussions on advancing some strategic plan goals to benefit member municipalities by building our digital assets. Additionally, there was a free resource available to help businesses build an online presence, promote, and sell successfully online within the Grey County region, at no cost to the businesses. Through the Digital Service Squad funded project, 43 businesses in Hanover accessed these services, and 7 grants were awarded.

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

A. Marshall mentioned that Mayor Sue Paterson serves as the elected representative to SOIC. At the last SOIC meeting Bruce Power organized an education session on how to create an isotope. Hanover was also presented with a certificate to recognize our contributions and commitment to shaping our isotope future by becoming a partner.

vii. **Launch Pad**

An invitation to the Annual General Meeting taking place on June 24<sup>th</sup> was extended to members.

1. **Correspondence**

i. **Building Stats and update from Director of Building & Planning / CBO**

A. Wilken provided an update on the building permits issued in the 1st and 2nd quarters of 2024 and in 2023. He also noted an increase in planning applications. He highlighted that the Business Park is seeing progress with Volkswagen starting operations this year, Kids Play opening in early September, and the fire hall being ready by mid-September. He also mentioned that the contract for the development charges background study

has been awarded to Watson & Associates, with the first meeting scheduled for June 24, 2024.

2. **New Business**

A. Marshall mentioned that this year's Mayor's Breakfast will be held on October 16<sup>th</sup> at the Hanover Legion. This will act as our next ETCDAC meeting in September due to the summer break. Steve attended "Coffee with the Police Chief," but felt limited other people participated. He advised to advertise these events to attract a larger crowd.

3. **Adjournment**

**Moved by GEORGINA BARLOW / Seconded by PAT BUTLER**

THAT this meeting now be adjourned at 10:16 am. Available members stayed and received a tour of the Saugeen Municipal Airport.

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Chair, Dave Eccles

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Committee Secretary, April Marshall