

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, March 21, 2018 | 9:00am

Launch Pad Youth Activity and Technology Centre, 612 10th Street, Hanover, ON

MEMBERS PRESENT Dave Eccles | Dave Ford | Bev Morgan | Curtis Schmalz | Mike Schierz | Selwyn Hicks

REGRETS Dave Hocking | Peggy Sickel | Dave Scheffer

OTHERS PRESENT April Marshall | Don Tedford | Brenda Goetz | Taryn Hagan

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Emily Morrison, Executive Director, Launch Pad

Chair Dave Eccles thanked Emily Morrison for hosting today's meeting.

Emily grew up on her family's strawberry farm, near Lucknow. During her tenure at Brock Youth Centre, in Beaverton, she approached youths to develop their entrepreneurial skills by running an ice cream shoppe. The students were responsible for managing marketing, promotions, inventory, finances, ice cream orders and delivery, etc. Emily then returned home and accepted an 18-month contract position to help with marketing and communications for the 100th International Plowing Match and Rural Expo in Walton in 2017.

Emily is hoping to share her entrepreneurial skills with the youth of Hanover and area. She is very excited and eager to be working at Launch Pad.

Committee members were invited to tour the facility.

DISCUSSIONS & DECISIONS

1. **Adoption of February 21st, 2018 Regular Meeting Minutes**

Moved by DAVE FORD / Seconded by SELWYN HICKS

THAT the minutes of the February 21st, 2018 regular meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

Nil

3. **Economic Development Strategic Plan Goals & Action Plan Updates**

3.1. **Growth**

The Town continues to provide input into the Grey County Official Plan update process to ensure Hanover's needs are recognized.

A new 4-year agreement is underway for the Investment Ready Site under Ontario's Certified Site Program, with enhanced marketing compensation benefits.

3.2. **Demographics**

A. Marshall attended a University of Waterloo seminar with Rhonda Waechter from Hanover, Bentinck, Brant Agricultural Society at Communitech in Kitchener on Fostering Local Innovation: What Economic Developers need to know about incubators. The Raceway is determining the feasibility of starting this type of initiative to support local economic development when the Casino expands. Cheryl Brine, OMAFRA has offered to assist with facilitating a feasibility study. LaunchIt Minto was an example presented at the seminar. R. Waechter would like to use this incubator as an example to their board.

The Business Enterprise Centre will soon be under Grey County's mandate and will be organizing local monthly visits to member municipalities. A. Marshall noted that we had been planning to partner with LaunchIt Minto to deliver the Business Flight Program locally, to fill this gap, prior to learning of the Counties plans. To avoid duplication, A. Marshall will delay execution of the program and align efforts with the new BEC.

New to Grey Diversity Training has been rescheduled for May 1st. The training will give employers and community organizations a base for being a welcoming community and building cultural diversity in the workplace.

Saugeen Connects is awaiting RED and Status of Women funding announcements. Partnering with New to Grey initiatives. The logo has been developed and the partners are working on a regional resident prospectus. First steps will include initiating the Succession Matching program (retiring business owner/potential purchaser) and newcomer attraction.

3.3. **Engagement**

A. Marshall is working on the Community Profile / Investment piece, awaiting County to pass tax by-law.

There is ongoing participation in developing "Atmosphere".

It was decided to schedule the next joint EDC meeting with Brockton, West Grey and Hanover on June 20, 2018 at the Walkerton Water Centre in Walkerton. The 3rd meeting will be planned for January/February 2019 in West Grey with Cheryl Brine, OMAFRA facilitating the Economic Development 101 workshop.

Grey County hosted the launch event of the AG BR&E on March 5th, with local stakeholders.

The 5th Intake of the Façade Incentive Program was announced recently with a deadline for applications of May 31st. This year's program is incorporating public art. A kick-off incentive is updating the large Hanover mural at Heritage Park; RFP for this project closes March 29, 2018. AMO announced funding for Hanover of approximately \$44,000 to contribute towards these projects and other downtown improvements.

WOWSA hosted a successful Inspirational Local Women Event on March 9th near Mount Forest, featuring Mayor Sue Paterson and other female political leaders, with approximately 40 attending.

3.4. **Arts & Culture**

Council supports Economic Development's lead on a Cultural Plan and associated funding. Initial conversation with County GIS to facilitate Cultural Mapping has occurred. It was agreed that first steps is the establishment of the Steering Committee, prior to issuing the RFP. The Plan should align with Recreational Trails Master Plan.

3.5. **Tourism**

An Experience Development Workshop facilitated by the RT07 was held on March 6th at MacLean's Ales, with 20 attending. Feedback was exceptional.

Awaiting Airport to execute strategic planning sessions; working with Cheryl/OMAFRA.

4. **Grey County Economic Development Update**

Grey County EcDev is hosting a Breakfast Mixer: Investing in Innovation is being held on April 3rd from 7:00-9:30am at the Best Western Inn on The Bay, Owen Sound, featuring Hanover's Jordan Becker, DMZ (Ryerson Digital Media Zone).

'Made in Grey' was issued on March 1st.

A. Marshall advised that the Young Professional Event was sold-out.

5. **Launch Pad Update**

Emily Morrison stated that the goal for the Launch Pad Board of Directors is for the facility to become self-sustainable, and she is looking into building connections and creating new programs to fill daytime hours and weekend use at the facility. As well, Launch Pad has a full array of new programs beginning in April.

Emily was pleased to announce that Saugeen Economic Development Corporation is partnering with Launch Pad by providing free transportation from/to schools in Walkerton, Durham and Chesley for all weekly spring programming.

6. **Community Improvement Partnership Report**

T. Hagan reported that the Sights and Sounds Committee met recently, and discussed changes to the Sponsorship program. The Hanover Raceway will be participating in the festival this year. They will feature local entertainment at the Dream of Glory Eliminations that evening, in addition to a community bbq. A shuttle is being arranged to take attendees from the Raceway to the Street Dance. A survey of 30 questions is being circulated to collect data relating to demographics and spending habits for the Sights & Sounds Festival.

T. Hagan is finalizing the 2018 Visitors Guide, with plans to distribute it mid-April.

7. **Website & Social Media Analytics**

A. Marshall updated the Committee with analytics from the past 28 days. The Town's website currently has 7,200 Users, 5,413 New Users and 24,386 Page Views. Top cities visiting the Town's website come from Hanover, Toronto and Saugeen Shores. Facebook reach is 8,904 with page visits originating from Hanover, Toronto and Walkerton respectively. Twitter impressions are 26, 800, with the top Tweet being about the Façade Incentive Project announcement.

8. **Correspondence**

8.1. **The digital evolution: How Hanover has become a 'gig' community**

The above article was in the Feb. 28th Business Outlook publication circulated to 40,000 homes, and with an online component. A 14,200 reach has been incurred through the digital campaign (1,329 organic/12,906 paid); 600 post clicks; 89 reactions/comments/shares.

The Committee agreed that the article was exceptionally written and speaks to all the points that we want to communicate/market.

9. **New Business**

9.1. **EV Charging Stations**

D. Ford questioned how much the two EV charging stations are being used and what, if any, impact they have for the Town. Unfortunately, there is no means of measuring this data. There remains one uninstalled charger.

9.2. **Self-Storage Unit**

D. Tedford reiterated an article in CBC News regarding the increasing popularity of self-storage facilities. The leading cause for demand for storage is downsizing, death, divorce, displacement, disaster and density—more people living in smaller spaces.

D. Tedford informed that a permit was recently issued to Fidler's Moving & Storage for a 21-unit self-storage building.

9.2. **Hotel Development**

S. Hicks reinforced the Town's Strategic Plan by outlining the directive of pursuing a hotel/convention centre. The Committee agreed that a hotel is an economic driver, and will continue to encourage discussions with developers.

10. **Adjournment**

Moved by MIKE SCHIERZ

THAT this meeting now be adjourned at 10:41am.

Chair, Dave Eccles

Committee Secretary, April Marshall