
ECONOMIC DEVELOPMENT COMMITTEE MINUTES

Wednesday, March 20, 2019 | 9:00am
Saugeen Room / Civic Centre

MEMBERS PRESENT Dave Eccles | Mike Schierz | Bev Morgan | Dave Ford | | Dave Hocking | Ed Hotchkiss | Curtis Schmalz

REGRETS Alicia Mawhinney | Marie David

OTHERS PRESENT April Marshall | Brian Tocheri | Don Tedford | Brenda Goetz | Kendra Mantler

DISCLOSURE OF PECUNIARY INTEREST Nil

DELEGATIONS Nil

DISCUSSIONS & DECISIONS

1. **Adoption of February 20th, 2019 Regular Meeting Minutes**

Moved by DAVE HOCKING / Seconded by BEV MORGAN

THAT the minutes of the February 20th, 2019 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Business Arising from Minutes**

There was discussion relating to the process for approval of the Draft Cultural Plan and forming a Committee of Council. As Council representative, Dave Hocking mentioned the Plan and the wish to strike a Committee of Council at a recent Council Meeting.

A staff report will be presented at the April 15th, 2019 regular meeting of Hanover Council, in coordination with the delegation being presented by MDB Insight.

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

3.1. **Growth**

3.2. **Demographics**

Registration is open for the Brew Academy running April 8-12, 2019. This partnership between MacLean's Ales, Launch Pad Youth Activity and Technology Centre and the Canadian Food & Wine Institute at Niagara College offers a one-week intensive program; Canada's first Teaching Brewery delivers extensive hands-on training in an on-site, state-of-the-art facility – Hanover's own craft brewery, MacLean's Ales. Participants will join the team of brewing experts including MacLean's Ales founder, Charles MacLean. Students will be guided through a specific style of beer, and follow the process through from start to finish. The course will cover topics such as Brewery operations; Process of brewing; and How to choose yeast and hop varieties. Brochures are available. Atmosphere will feature a success story involving a co-op student.

The Town is accepting resumes for a Municipal Internship until April 5, 2019 at 4pm. Hanover has been selected as a Community Partner of the new Rural Ontario Institute initiative, seeking a Municipal Intern to execute Youth Engagement Strategies. Hanover was one of 10 community partners selected for this project in Ontario. The intern will be tasked with developing youth engagement plans to further strategic priorities as they relate to youth, find innovative ways to share stories on youth doing cool things in our community and further engage youth on current community activities and initiatives, as well as assist in political engagement efforts. The successful candidate will be working with A. Marshall and spending one-day per week (for 14 weeks) at Launch Pad.

3.3. Engagement

The second intake of Coupon Code Distribution has opened to regional farm and businesses owners interested in developing a succession plan to protect their investment and futures. 10 businesses are participating; 6 of which have sold. As well, a Student Start-Up Program (SSUP) has been launched, which provides youth with grants to try self-employment.

3.4. Arts & Culture

The investment in developing our Town continues through the Façade Incentive Program. Launched in 2014 this program has seen an investment of \$227,644 in grants from the municipality resulting in \$782,461 in improvements to downtown properties – that’s a 3 to 1 ratio of private to public investment being made, with a majority of the money being retained in the community. An announcement will soon be made regarding the sixth Intake of the Façade Incentive Program, which will focus on Public Art. Public Art is an important element of façade composition that is often overlooked. Banners and murals are the most common examples of public art, but it also includes signage and sculptures. It is a call out for our downtown properties to get creative and leverage the opportunity to further promote arts and culture in our community, the vibrancy of our downtown and work together to attract visitation and foot traffic.

A. Marshall is finalizing the Cultural Plan, and will be preparing a staff report for Hanover Council’s consideration, on April 15th, 2019. Any comments/feedback should be sent directly to A. Marshall.

3.5. Tourism

A. Marshall informed the Committee that Hanover’s funding application to the Tourism Development Fund offered through the Ministry of Tourism, Culture and Sport has been awarded to assist us in completing a Hotel Feasibility Study. This has been a long-standing priority for the Town, in our efforts to attract tourism and investment to the community. The study will help us analyse the market demand, assess location, confirm the investment required, summarize market projections and help match us to potential investors and developers.

3.6. Identify Project Champions

A. Marshall requested that each member pick three areas of interest, for which they would like to champion.

4. Grey County Economic Development Update

Conducting Trails & Cycling Master Plan – members were asked to provide input via survey.

Ag 4.0 will be held in Hanover on November 1st

Latest edition of Made In Grey is available

Successful Job Fair held in February – 6 Hanover businesses participated.

5. **Launch Pad Update**

Launch Pad hosted a Healthcare Camp, in partnership with Revera, over March Break, with 9 children participating.

SEDC funding to pilot the transportation program is ending in March; stats of usage were provided. E. Morrison has been presenting stats and requesting funding to continue the transportation program with participating neighbouring municipalities.

Wood shop programming is underway – Open House is April 26th 11am-6pm

Launch Pad is hosting April's EDC meeting, including a tour of the new woodshop.

Spring and Summer Programming is now open.

6. **Community Improvement Partnership Report**

CIP has sold half-page ads in Atmosphere to showcase Hanover Business Profiles.

A tourism brochure/attraction map has been created and will be made available at Hanover's Home and Garden Show.

K. Mantler stated that a Heritage Grant has been approved for the Sights & Sounds Festival. We are still awaiting results from the Celebrate Ontario grant application. Sponsorship is going well. There are some new members on the Sights & Sounds Committee. Entertainment changes and enhancements were discussed. The Committee has reached out to local sports organizations to set up demos and activities.

K. Mantler informed the Committee of a new grant –The Digital Main Street Program - funded by the Ontario Business Improvement Area Association (OBIAA). This initiative is designed to help small main street businesses remain competitive in a changing retail climate by improving their adoption of technologies to better promote themselves online, sell online and even run back-office processes online. A local business (Tech360) has been approved as a certified service provider for the program. This program also offers a municipal grant of up to \$10,000 to hire tech gurus to provide digital squad services.

The Committee discussed receiving the Chamber minutes to stay current on their activities. K. Mantler informed the committee that she has been requested by the Chamber of Commerce to serve as their rep on EDC and provide said updates. Future agendas will include a link to these minutes.

7. **Website & Social Media Analytics**

A. Marshall highlighted the social media tracking document.

8. **Correspondence**

8.1. **Hiring Trends Hanover Q3-2018**

This notice was circulated for members' information.

8.2. **Saugeen Economy Newsletter 3rd Quarter 2018**

This notice was circulated for members' information.

8.3. **Grey County Cycling & Trails Master Plan Survey**

Members are encouraged to complete the online survey, for Hanover specifically.

9. **New Business**

A. Marshall reviewed upcoming sessions and dates to remember.

9.1. **Canadian Military Training**

An agreement has been approved to utilize the P & H Centre for approximately 150 military personnel to complete an emergency exercise.

9.2. **Cedar Crest Trout Farm**

The members agreed that arrangements be made for a future meeting at this facility.

Adjournment

Moved by DAVE HOCKING

THAT this meeting now be adjourned at 10:46am.

Chair, Dave Eccles

Committee Secretary, April Marshall