

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

Wednesday, April 16, 2025 | 9 am
Saugeen Room, Civic Centre

MEMBERS PRESENT

OTHERS PRESENT

DISCLOSURE OF PECUNIARY INTEREST

DELEGATIONS

DISCUSSIONS & DECISIONS

1. Adoption of February 19, 2025 Regular Meeting Minutes
2. Adoption of April 2, 2025 Regular Cultural Roundtable Minutes
3. Adoption of February 20, 2025 Regular Heritage Committee Meeting Minutes
4. Business Arising from Minutes
5. Business Retention & Expansion Study
 - a. Establish targets
 - b. Review Questions
6. Stakeholder & Initiatives Updates
 - a. Tourism Plan
 - b. Downtown Revitalization Plan
 - c. Youth Retention Strategy
 - d. Saugeen Connects
 - e. Hanover Chamber of Commerce
 - f. DIA
 - g. Grey County Economic Development
 - h. Clean Energy Frontier | Southwestern Ontario Isotope Coalition
7. Correspondence
 - a. Quarterly Building Report – 1st Quarter 2025
 - b. Saugeen Economy – 2nd Half 2024
8. New Business
9. Adjournment

Next Meeting Date: June 19, 2024 @ 9 am (Sydenham Campus & Grey Bruce Makers Space
in Owen Sound)

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

Wednesday, February 19, 2025 | 9:14 am
 Saugeen Room | Civic Centre

MEMBERS PRESENT Chair Jason Rahn | Georgina Barlow | Jenn Olivero | Steve White | Susan Sakal

REGRETS Alina Rehkopf | Dave Eccles | Jason Radstake | Pat Butler

OTHERS PRESENT Sherri Walden | April Marshall | Sandeep Kaur

**DISCLOSURE OF
 PECUNIARY INTEREST** Nil

DELEGATIONS No

DISCUSSIONS & DECISIONS

1. **Adoption of December 18, 2024 Regular Meeting Minutes**

Moved by GEORGINA BARLOW / Seconded by SUSAN SAKAL

THAT the minutes of the December 18, 2024 Regular Meeting be approved as printed and circulated.

CARRIED

2. **Adoption of January 22, 2025 Regular Cultural Roundtable Meeting Minutes**

Moved by JENN OLIVERO / Seconded by STEVE WHITE

THAT the minutes of the January 22, 2025 Regular Cultural Roundtable meeting be approved as printed and circulated.

CARRIED

3. **Business Arising from Minutes**

a. **Event Fund Development Fund Criteria Update**

A. Marshall updated the committee on changes to the Event Development Fund following a three-year review presented to council on February 18, 2025. Feedback from recipients has led to refinements to better align the fund with its goals. The major updates include:

New Events: Up to \$2,500 (25% of total costs).

Growing Events: Up to \$1,500 (50% of added costs).

Returning Events (without clear growth): Up to \$500 for marketing.

She further elaborated that since 2022, the fund has provided \$26,000 in grants to 14 events, including Downtown's Fall & Christmas Markets, the Plein Air Painting Festival, and Eat Well Farmers' Market, helping strengthen Hanover's cultural and community engagement.

b. Youth Retention Strategy

A. Marshall informed the committee about alternative ways to promote youth retention in Hanover. This initiative followed the closure of Launch Pad and a letter sent by the committee to Council, aiming to attract youth and strengthen the local workforce. A focus group sessions will be hosted, including ETCDAC Committee members, community and regional stakeholders, Launch Pad board members, and youth.

4. **Saugeen Connects**

a. **Year in Review**

A. Marshall shared insights on the Saugeen Connects Year in Review and emphasized strengthening partnerships among the five member municipalities: Brockton, Hanover, Minto, Wellington North, and West Grey. She noted that Arran-Elderslie is no longer a participating member. She also highlighted key initiatives like the Student StartUp Program (SSUP), which has received 78 applications, awarded over \$15,000 in grants, secured 34 sponsors, supported 258 youth since 2019, and contributed to the launch of 228 new businesses. She also highlighted the Women of Wellington Saugeen Area (WOWSA), which hosted eight events throughout the year, featuring a variety of activities that attracted 200 attendees and showcased four women-owned businesses. She also highlighted other initiatives, including Advancing Women Economically (AWE), Workforce Development, and Succession Matching.

b. **MOU**

A. Marshall discussed the Memorandum of Understanding, which each member municipality will sign. It outlines the general roles and responsibilities of SEDC and the municipality. The agreement also includes a termination clause, allowing either party to terminate with 90 days' notice by providing a formal written notice with the reason.

Moved by GEORGINA BARLOW / Seconded by SUSAN SAKAL

THAT the MOU between SEDC and Town of Hanover is supported by the ETCDAC committee.

CARRIED

c. **Upcoming**

i. **Advancing Women Economically**

A. Marshall informed the committee about the AWE 10-week webinar series, running from March 12 to May 7, from 11 AM to 12:30 PM. The series aims to help women develop the skills needed to build and sustain a successful business while boosting their confidence.

ii. **International Women's Day**

A. Marshall informed the committee about the upcoming International Women's Day event, scheduled for March 5th from 6 PM to 9 PM at

Neustadt Community Hall, with the theme "Accelerate Action for Women's Equality."

5. **Eat Well farmers Market 2025-2027 Agreement**

A. Marshall informed the committee that Council has approved the renewed agreement between the Town of Hanover and Eat Well Farmers' Market, which is updated every three years, with 2025 being the renewal year. The agreement outlines a three-year partnership covering the 2025, 2026, and 2027 seasons. The market will operate in Heritage Square on Saturdays from 8:00 AM to 2:00 PM, with public market hours from 9:00 AM to 1:00 PM. The 2025 season will run from May 31 to October 11. The Farmers' Market will collaborate with other events in Heritage Square, such as "Music in the Square." Both parties are required to maintain liability insurance as per the agreement. The Farmers' Market is responsible for setting up, removing, and storing market materials and ensuring restricted vehicle access in designated areas.

6. **Environmental Strategic Plan 2023-2027**

a. **Installation of Level 3 EV Charger**

A. Marshall informed the committee that the agreement for installing a Level 3 EV charger will be presented at the next Council meeting for approval. She noted that the relevant departments are collaborating on the agreement. Additionally, she discussed exploring new partnerships and revenue-sharing opportunities for EV charger installations. The charging station will be located in Hanover Square, facing 11th Avenue.

7. **Stakeholders & Initiative Updates**

a. **Grey County Economic Development, Tourism and Culture**

i. **2024 Annual Report**

A. Marshall provided update on Grey County's 2024 Annual Report highlights significant progress in implementing the Economic Development, Tourism, and Culture (EDTC) Master Plan, known as the "Grey't Reset." This comprehensive plan outlines a 10-year vision with detailed five-year action plans aimed at fostering growth and collaboration across the county.

ii. **Gather Campaign Launch**

The Gather Campaign is a unique economic development initiative highlighting the region's rich culinary heritage and thriving agricultural community through storytelling and digital content. Funded in part by the Ontario government's Rural Economic Development Program, Grey County launched the campaign with internationally renowned Chef & Artist Roger Mooking as its first Culinary Ambassador. A soft launch, featuring social media ads and local billboards, took place from October 8–11. The full campaign, including seven engaging videos, will officially launch on February 17, 2025.

iii. Made in Grey Asset Toolkit

A. Marshall explained that the toolkit, launched in 2019, was created to enhance community pride and support for Grey County businesses through public-facing co-promotion. It encourages local businesses to use the Made in Grey brand at no cost. Businesses can participate by displaying and sharing Made in Grey branded materials to help boost local awareness and pride in Grey County.

- iv. Regional Job Fair February 20th at the Harry Lumley Bayshore Centre
A. Marshall informed the committee about the region's largest job fair, taking place at the Bayshore Community Centre in Owen Sound on Thursday, February 20, from 2 p.m. to 7 p.m.

b. Hanover Chamber of Commerce

G. Barlow shared that the Chamber is exploring the possibility of businesses staying open after 5 PM. She also highlighted and celebrated the recent openings of Flex Gym, and Kids Play in town. The Annual General Meeting is set for March, though the exact date is yet to be confirmed. Additionally, the Chamber Awards are approaching, with nominations now open. Forms are available and will be shared on social media. The upcoming Chamber meeting will include discussions on springtime shopping initiatives.

c. DIA

J. Olivero provided an update on the Square lighting, parade and ongoing planning for a successful Fall Market. The Rotary Club approached the DIA to discuss the possibility of shifting the market's start time to 12 PM - 4 PM and beginning the parade earlier. Mayor Sue Paterson, CAO Sherri Walden, and Economic Development Manager April Marshall will be a delegation at the next DIA meeting to discuss downtown revitalization initiatives.

d. XceleratedNOW Event- March 28, 2025

Georgian College has asked the Town of Hanover to host this year's event aimed at supporting newcomers, immigrants, and youth in starting businesses. The event will take place at the Community Hall in the Civic Centre on March 28, 2025. April noted that three out of seven businesses were started by newcomers, highlighting the growing enthusiasm within the community for entrepreneurship.

8. Correspondence

a. Letter to Council from ETCDAV dated January 21, 2025

A. Marshall discussed the next steps for youth retention focus groups in March, to gather ideas.

9. New Business

S. Sakal noted the new executive director, who showcased the Sydenham Campus and highlighted initiatives such as 3D printers, instructors, and funding

opportunities. A. Marshall mentioned a planned bus trip to the campus for the June meeting. S. Walden noted that the Firehall opening is scheduled for May 10.

10. **Adjournment**

Moved by GEORGINA BARLOW

THAT this meeting now be adjourned at 10:16 am.

Next Meeting Date: April 16, 2025 @ 9:00am

Chair, Jason Rahn

Committee Secretary, April Marshall

CULTURAL ROUNDTABLE COMMITTEE MINUTES

Wednesday, April 2nd, 2025 | 10:00am
Zoom | <https://us02web.zoom.us/j/88488250137>

MEMBERS PRESENT Ruth Linnen | Bev Morgan | Pat Butler

OTHERS PRESENT April Marshall | Brandon Dobson

REGRETS Stephen Ferguson

DISCLOSURE OF PECUNIARY INTEREST- Nil

DELEGATIONS: Nil

DISCUSSIONS & DECISIONS

1. Adoption of January 22nd, 2025 Regular Meeting Minutes

Moved by P. Putler | Seconded by B. Morgan

THAT the minutes of the January 22nd, 2025 Regular Meeting Minutes be approved as printed and circulated.

CARRIED

2. Discussion

R. Linnen shared with members that she made the difficult decision to resign from the Hanover Library Board of Directors. She will continue to be an at-large member of the cultural roundtable and A. Marshall has confirmed with the library that they will be designating a new representative from the board.

3. Business Arising from Minutes

Nil

4. Initiative Updates

4.1. Earth Day Art Contest

B. Dobson promoted the Earth Day Event on April 22nd, 2025 at the P&H Centre. Community Clean up at the P&H Centre. Submissions for the Recycled Art Contest for students will be due on Earth Day. The Cultural Roundtable are sponsoring the Clay Pot Painting class on April 22nd, 2025 at the P&H Centre. Committee member B. Morgan and fellow artist Jane Jacque will be instructing the class.

4.2. Home & Lifestyle Show

Reminder to committee, this event is approaching May 24th & 25th for those who are interested in contributing or participating in the Town's display to highlight culture in our community.

CULTURAL ROUNDTABLE COMMITTEE MINUTES

4.3. Music in the Square 2025 Season

Happening 11:00am-1:00pm in Heritage Square on June 14th, June 28th, July 12th, July 26th, August 9th, & August 23rd, 2025. The Eat Well Market will be happening on all these dates in addition to the following special events:

- June 14th Library Summer Reading Kick Off w/ Kerry Moore School of Dance and other special activities.
- June 28th Town Volunteer Appreciation event and downtown promotions.
- July 12th Paint Day at the Square hosted by Saugeen Artist Guild.
- July 26th Special guest. Music festival at the airport following MITS.

4.4. Event Development Fund Updates Overview

Applications are open with first intake ending April 18th.

4.5. Culture Days & Welcome Week

Members discussed plan to launch Hanover Library as newcomer resource centre overlapping with both Culture Days and Welcome Week this September. Other confirmed initiatives like the Saugeen Cultural Bus Tour on October 4th were discussed.

5. Joint Cultural Roundtable

A. Marshall shared that the partners have printed a brochure for the currently online only ON Culture Guide. 5000 copies have been distributed to provincial tourism centres through the Curious Day Tripper publication, with additional copies being distributed via the partners locally. Members were reminded to sign up for the upcoming Cultural Symposium on May 30th, 2025 that is being held at the Harriston Public Library.

6. Roundtable Member Updates | New Businesses

6.1. B. Dobson highlighted the following upcoming events on behalf of parks, recreation and culture department:

- Earth Day Event April 22nd, 2025 at the P&H Centre
- Volunteer Fair June 17th, 2025 at P&H Centre – Arena Floor
- Canada Day in Hanover - July 1st, 2025
- Summer Camps of interest to committee: Painting with Mak Camp, Art Camp, Camp Spark & Hanover Community Players Drama Camp

6.2. B. Morgan highlighted the following upcoming events on behalf of the Saugeen Artists Guild and noted that they have started to look for a storefront for their annual pop-up Christmas store:

- April 26th Spring Fling at St. Mathew's with donations being accepted for the food bank. Wednesday outreach program continues to occur at this venue as well.
- July 12th Paint in the Square. Participants are free to paint at various locations in the area, but the square will be the meeting point for food and to display works.

CULTURAL ROUNDTABLE COMMITTEE MINUTES

7. Correspondence

Nil

8. Adjournment

Moved by R. Linnen

THAT the meeting be adjourned at 11:30am.

CARRIED

Next Meeting: June 4th, 2025 @ 10:00am

 HANOVER HERITAGE SUBCOMMITTEE MINUTES

Thursday, Feb 20, 2025 | 10:00 am

 Location: Hanover Fire Hall

MEMBERS PRESENT Al Morrow | Gary Fleischauer | Jason Rahn | Stu Lamont | George Rahn

REGRETS Andrew Edgcumbe | Bill Switzer | Jim Rahn

OTHERS PRESENT Laura Christen | Jake Rahn

1. DISCLOSURE OF PECUNIARY INTEREST – Nil

2. ADOPTION OF THE NOVEMBER 28, 2025 MINUTES-

Moved by A. Morrow | Seconded by S. Lamont

That the minutes of the November 24, 2024 regular meeting be approved as printed and circulated. **CARRIED**

3. MYSTERY PHOTO | A. Morrow provided mystery photos featuring the winter of 1947.

4. ITEMS FOR INFORMATION/ DONATIONS:

4.1.1. Several copies of the Main Street Books received | Donated by: Town of Hanover

5. ITEMS FOR DIRECTION / DISCUSSION

5.1 Building Recognition Signs 2025- In 2025 we will be targeting the old Queens Hotel site/ Apartment building for a plaque/photos/ brick **ACTION:** Ja. Rahn to provide updated inventory list

5.2 Clock Tower Cleaning Project- S. Lamont has approached someone that has Millwright experience who could be ideal to complete the scope of work. **ACTION:** S. Lamont will proceed with a site meeting and will request a written quote.

5.3 P&H Centre Display | The next topic: Kitchenware will be changed over in the next few weeks. The next topic shall be the Furniture Industry

5.4 Cemetery Tour Brochure- The committee provided further revisions to the draft copy. It was identified that when participants are not using the Driftscape app, finding the locations of the stones will be a challenge. Committee members recommended adding semi-permanent numbers of the stones to add a map to the brochure. **ACTION:** A. Morrow will provide a custom map to be included in the publication.

5.5 Event Brainstorming | The committee reviewed the 2025 events calendar, brainstormed ideas, and agreed to move forward with the following events:

Canada Day- Heritage Square Tour and clock tower
Culture Days- Cemetery Tour
Cultural Bus- Heritage Square tour

It was also recommended to video tape the tour **ACTION:** L. Christen to contact A. Olivero to inquire if he might be able to complete the video recording of the tour.

- 5.6 **Senior of the Year** | Committee members were asked to consider Senior of the Year recommendations **ACTION:** Committee members shall contact L. Christen to nominate a candidate.

6. NEW BUSINESS

- 6.1. Child Remains Found | A. Morrow reported the remains of a child buried in Hanover about a century ago were unearthed at a construction site in Dec 2024. It has been determined that the child was 12-18 months old. It has been concluded that no foul play is involved. Given the location near the river, it is probable that the child was buried by a family passing through the area over 100 years ago. **ACTION:** The Heritage committee expressed a desire to assist in designing the tombstone for the child.
- 6.2. Still Standing | A. Morrow shared that Actor/ Comedian Johnny Harris is considering featuring the Town of Hanover in an episode of "Still Standing" focusing on the decline of the furniture industry. **ACTION:** A. Morrow will continue communication with the show production team.
- 6.3. Knights of Columbus | Following the recent fire that destroyed the former Knights of Columbus building earlier this week, committee members reminisced about the facility's rich history.
- 6.4. Delegation Request | The committee has been approached by R.J. Thomas an author and historian from Owen Sound who is working on a project for Grey Roots Museum. He would like the opportunity to speak with the committee and curate photos for a project titled Living Histories V2. **ACTION:** L Christen will invite Mr. Thomas as a delegation to the April meeting.

7. **NEXT MEETING** Thursday April 17, 2025

8. **ADJOURNMENT**
Moved by: S. Lamont
THAT this meeting be adjourned at 11:20 am.
CARRIED

Committee Chair

Laura Christen, Director of Parks, Recreation & Culture

**TOWN OF HANOVER
BUILDING PERMIT STATS**

7 (a)

MONTH	# OF PERMITS ISSUED		PERMIT VALUE		COST OF CONSTRUCTION		DWELLING UNITS CREATED			
	2025	2024	\$		\$		SFD	MR	SFD	MR
			2025	2024	2025	2024	2025	2024		
JANUARY	4	9	2,741.00	1,124.40	236,700	143,192	0	0	0	0
FEBRUARY	3	4	40,885.50	12,648.30	3,701,700	1,425,000	1	0	3	0
MARCH	10	5	39,311.80	23,243.78	3,366,900	2,108,301	1	2	1	0
1ST QUARTER	17	18	82,938.30	37,016.48	7,305,300	3,676,493	2	2	4	0
APRIL	0	17	-	34,944.84	-	3,271,900	0	0	4	4
MAY	0	9	-	23,385.34	-	2,357,275	0	0	5	0
JUNE	0	8	-	11,969.00	-	1,331,000	0	0	1	0
2ND QUARTER	0	34	-	70,299.18	-	6,960,175	0	0	10	4
JULY	0	14	-	21,968.50	-	2,099,300	0	0	3	3
AUGUST	0	6	-	588.27	-	45,159	0	0	0	0
SEPTEMBER	0	12	-	17,532.00	-	1,883,500	0	0	4	0
3RD QUARTER	0	32	-	40,088.77	-	4,027,959	0	0	7	3
OCTOBER	0	9	-	25,307.35	-	2,130,099	0	0	2	0
NOVEMBER	0	9	-	51,844.91	-	4,372,800	0	0	2	4
DECEMBER	0	6	-	18,324.50	-	2,055,200	0	0	0	7
4TH QUARTER	0	24	-	95,476.76	-	8,558,099	0	0	4	11
TOTALS	17	108	82,938.30	242,881.19	7,305,300	23,222,726	2	2	25	18



Saugeen Economic Development Corporation
A Community Futures Development Corporation

EDITORS COMMENTS

The Economic Indicators at the end of 2024 continued to show signs of growth and recovery until the uncertainty of the tariffs and a trade war came into play. The tariffs and trade uncertainty will have a large part in the economic direction over the next 6-12 months. Perhaps a positive note in the economy would be the fact that Interest rates keep sliding in a favourable direction for real estate sales and mortgage renewals. Favourable interest rates could help with the housing issue and spark new residential developments. Additionally, 2024 saw a rise in new build permits issued when compared to 2023, however, rising prices on the resale market, risk fuelling more housing inflation and could create the opposite affect for the economy.

INDICATORS



Real Estate Sales

Frozen



Bank of Canada

Cooling off inflation
moves rates lower



Social Assistance

More accumulation
in 2024



Unemployment

Claimants keep
piling up in 2024



Building Permits

Larger amounts in 2024



New Motor Vehicle Sales

Drift Upwards



Saugeen Economic Development Corporation
A Community Futures Development Corporation

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THE SAUGEEN ^{7(b)} ECONOMY

Jul - Dec 2024



**Saugeen Economic
Development Corporation in
Partnership with the Regional
Advisory Committee**

A COMMUNITY FUTURES
DEVELOPMENT CORPORATION



Saugeen Economic Development Corporation
A Community Futures Development Corporation

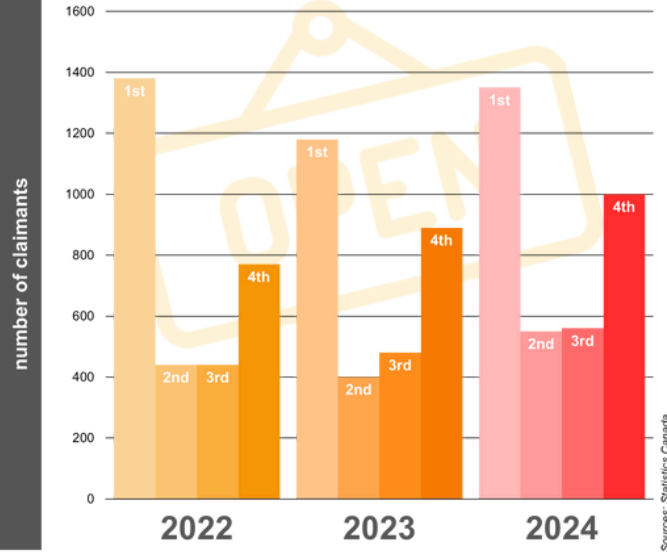


Saugeen Economic Development Corporation
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Unemployment Saugeen

Increase in Claimants vs 2023

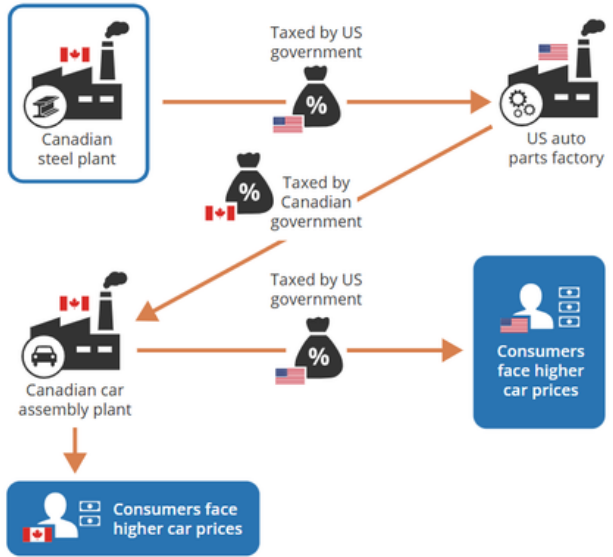
In 2024, the average number of claimants for employment insurance totaled 943, higher when comparing the average in 2023. Unemployment rate for December 2024 was 3.6% an increase of 0.4% from November 2024. Ontario remained unchanged in December at 6.8%.



BANK OF CANADA

An illustrative tariff scenario

Given the uncertainty around future global tariff policies at this time, the Bank has chosen a simple scenario to illustrate how the global and Canadian economies could be affected by a trade conflict. This is not a forecast, but rather a hypothetical scenario.



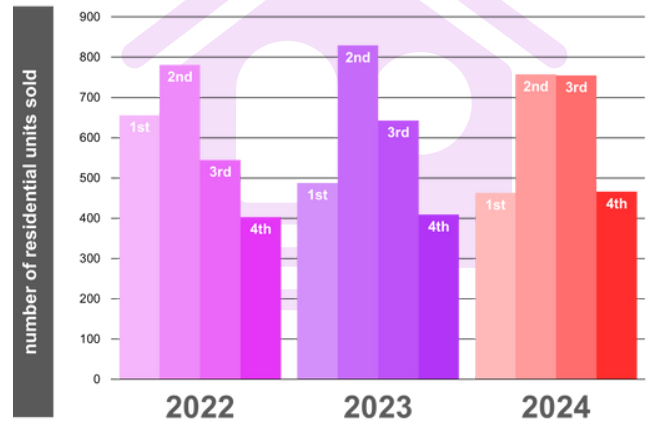
NOTE: The information in this newsletter was deemed accurate at the time of printing. We have made every effort to ensure the accuracy of the contents of this document and accept no responsibility for errors or omissions.

Real Estate Sales

Grey/Bruce/Owen Sound

Average price & units sold increase

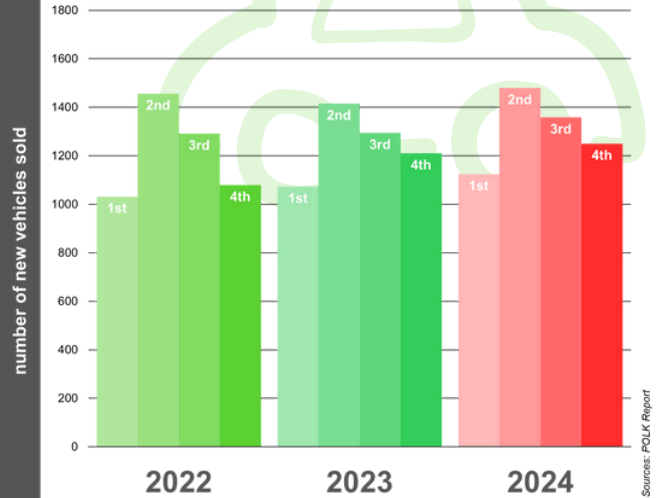
At November 2024, total residential sales for the year was recorded at \$1.58 billion – Up \$20 million from 2023. The average price of homes sold in November 2024 was \$668,026, a small increase of 1.4% from November 2023. Home sales in 2024 totaled 2,452 units. This was an increase of 6.1% over 2023. Note: The data for December 2024 was not available at time of publication.



New Motor Vehicle Sales Saugeen

Local sales increase again Yr over Yr

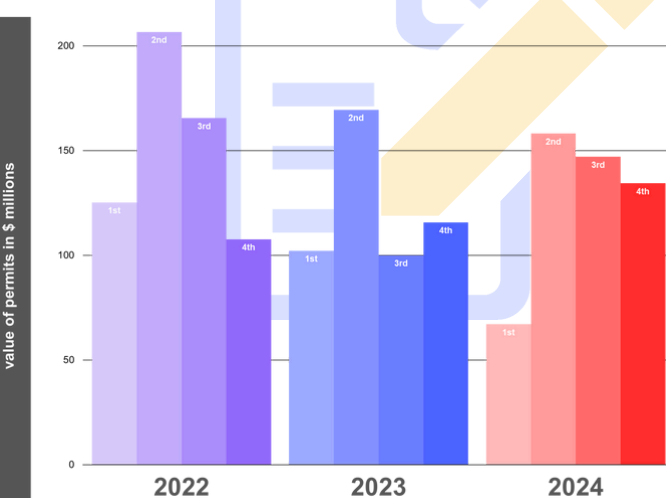
2024 total local sales were reported at 5,211 units versus 4,992 units in 2023. This represents an increase of 219 units or 4.4% in 2024. By comparison, Ontario-wide sales had a 5.5% increase at the end of 2023.



Building Permits Saugeen

Permit numbers & values increase

The value of building permits issued at the end of 2024 was reported at \$507 million, up \$19 million or 4% from 2023. This represents an increase of 169 build permits issued when compared to the same period in 2023.



Social Assistance

Grey/Bruce/Owen Sound/Wellington County*

Caseloads increase Year over Year

In 2024, the average caseloads were reported at 2,404. This represents an increase of 175 caseloads or 8% when compared to 2023.

