

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

Wednesday, June 18, 2025 | 9 am  
Grey Bruce Makers | Sydenham Campus | 1130 8th St E, Owen Sound

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**MEMBERS PRESENT**

**OTHERS PRESENT**

**DISCLOSURE OF PECUNIARY INTEREST**

**DELEGATIONS**

**DISCUSSIONS & DECISIONS**

1. Adoption of April 16, 2025 Regular Meeting Minutes
2. Adoption of June 4, 2025 Regular Cultural Roundtable Minutes
3. Adoption of April 17, 2025 Regular Heritage Committee Meeting Minutes
4. Business Arising from Minutes
5. Member tour of Grey Bruce Makers
6. Business Retention & Expansion Study
  - a. Business target review, communication plan
  - b. Finalization of questions
7. Stakeholder & Initiatives Updates
  - a. Tourism & Downtown Plan
  - b. Youth Retention Strategy
  - c. Saugeen Connects
  - d. Hanover Chamber of Commerce
  - e. DIA
  - f. Grey County Economic Development
  - g. Clean Energy Frontier | Southwestern Ontario Isotope Coalition
8. Correspondence
  - a. [Hanover Community Profile](#)
9. New Business
10. Adjournment

Next Meeting Date: September 17, 2025

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

Wednesday, April 16, 2025 | 9:00 am  
Saugeen Room | Civic Centre

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**MEMBERS PRESENT** Chair Jason Rahn | Alina Rehkopf | Georgina Barlow | Jason Radstake | Jenn Olivero | Pat Butler | Steve White | Susan Sakal (left at 10 am)

**REGRETS** Dave Eccles

**OTHERS PRESENT** Sherri Walden (arrived at 9:16 am) | April Marshall | Sandeep Kaur

**DISCLOSURE OF  
PECUNIARY INTEREST** Nil

**DELEGATIONS** No

**DISCUSSIONS & DECISIONS**

1. **Adoption of February 19, 2025 Regular Meeting Minutes**  
**Moved by GEORGINA BARLOW / Seconded by SUSAN SAKAL**  
THAT the minutes of the February 19, 2025 Regular Meeting be approved as printed and circulated.  
**CARRIED**
2. **Adoption of April 2, 2025 Regular Cultural Roundtable Meeting Minutes**  
**Moved by JENN OLIVERO / Seconded by ALINA REHKOPF**  
THAT the minutes of the April 2, 2025, Regular Cultural Roundtable meeting be approved as printed and circulated.  
**CARRIED**
3. **Adoption of February 20, 2025 Regular Heritage Committee Meeting Minutes**  
**Moved by PAT BUTLER / Seconded by STEVE WHITE**  
THAT the minutes of the February 20, 2025, Regular Cultural Roundtable meeting be approved as printed and circulated.  
**CARRIED**

4. **Business Arising from Minutes**

A. Marshall corrected that we will not be renting a bus, instead all members will carpool for the next ETCDAC meeting scheduled for June 18, 2025, at the Sydenham Campus. P. Butler provided an overview of the Cultural Roundtable meeting minutes and highlighted the various events and activities coming up for Earth Day, Home and Lifestyle Show, Music in the Square, Eat Well Market and the Cultural Symposium. J. Rahn updated members on the Heritage Committee minutes and highlighted the committee's recent visit to the new fire hall and shared that human remains, believed to be over a century old, were unearthed at a construction site in December 2024 and that they have conducted some research on what the circumstances may have been at that time. He also mentioned that the committee has been contacted by R.J. Thomas, an author and historian from Owen Sound, who is currently working on a project for the Grey Roots Museum. Lastly, A. Marshall informed the committee that the Level 3 EV charger private partnership was approved, and installation will proceed in May.

5. **Business Retention & Expansion Study**

**a. Establish Targets**

A Marshall noted that the Business Retention and Expansion (BR+e) is an economic development strategy aimed at supporting and strengthening existing local businesses. It involves engaging directly with business owners through surveys or interviews to identify challenges they face, such as workforce shortages, infrastructure needs, or regulatory issues. By understanding these concerns, municipalities can develop targeted action plans to help businesses grow, remain competitive, and stay in the community. BR+e also fosters stronger relationships between local governments and the business community, encouraging collaboration and long-term economic stability. It is estimated to be a six-month project. Town of Hanover did a BR+e study in 2015 and a BR+e recovery survey in 2021. 44 responses were received for the 2021 survey. The emerging themes were workforce, development, safety, housing, attraction, downtown safety, promoting entrepreneurship, business ideas, etc. A. Marshall addressed the committee in her role as project coordinator and discussed the importance of setting clear targets and including fundamental questions about the Town's initiatives. She mentioned that a mix of online surveys and in-person and virtual meetings would be organized with business owners to gather their feedback and understand their concerns. Consequently, Susan Sakal, Georgina Barlow and Steve White agreed to provide their support.

**b. Review Questions**

Following a brief overview of the BR+e program, committee members expressed an expectation of at least 50 responses from businesses and recommended keeping the survey questions simple and straightforward. Tailoring the survey to the number of employees was also discussed, as there are many sole proprietors in our community, so all questions may not be applicable to them.

## 6. Stakeholders and Initiatives Updates

### a. Tourism Plan

A. Marshall informed the committee about the intent of developing a Tourism Plan, to serve as a strategic guide to promote and manage tourism. It will aid in identifying local attractions, target markets, and infrastructure needs while focusing on sustainability and economic growth. The plan can also include marketing strategies and outline actions to enhance visitor experience and community involvement. She mentioned that the Town will benefit from a tourism plan that encourages travelers to stop, explore, and enjoy local attractions, businesses, and cultural experiences along their journey.

### b. Downtown Plan

A. Marshall informed the committee that Mayor Sue Paterson, CAO Sherri Walden, and she recently attended a DIA meeting to propose collaboration on a downtown plan. Discussion revolved around the 2023-2027 Town of Hanover Strategic Plan, noting the recommendation for community and business involvement to form this action plan. Downtown Hanover is highlighted as a priority, noting the DIA's mandates is to promote and improve our downtown. Next steps include developing a memorandum of understanding between the Town and DIA to advance the work and confirm the parameters of the collaboration.

### c. Youth Retention Strategy

A. Marshall reviewed the findings of the recent focus group conducted to support Hanover's Youth Retention Strategy work, and as recently presented to council, which involved 36 stakeholders including 7 youth participants, various youth organizations representatives, and members from the previous Launch Pad board, instructor and staff members. The meeting followed a conversation café format with four discussion tables: values, skill development, space needs, and workforce development.

### d. Saugeen Connects

A. Marshall provided an update on the Student Start Up Program (SSUP), noting that the sponsorship forms have been released. She encouraged committee members to inform her if they are aware of any businesses that wish to support or promote youth initiatives. Applications for youth participation are now open.

She also highlighted the upcoming Women of Wellington Saugeen Area (WOWSA) Wellness Day event, which will take place at the Saugeen Municipal Airport and Yoga Barn on Saturday, June 14<sup>th</sup>. Additionally, she shared that the Advancing Women Economically (AWE) initiative is moving forward with training for 14 women.

### e. Hanover Chamber of Commerce

G. Barlow updated the committee that the Chamber held its Annual General Meeting in March, which was well-received. She noted that the Shop & Win promotion began on April 14<sup>th</sup>. She also reminded the committee about the

upcoming awards, with the nomination deadline set for April 17, 2025. Additionally, she mentioned that the recent luncheon held at Cravings was a success. She further shared that a Business After 5 event took place at Wealth Management event took place on April 15<sup>th</sup>, and it also went very well.

**f. DIA**

J. Olivero provided an update on the fall and winter markets, noting that 50 vendors have registered for the Fall Market scheduled for September 27, 2025. She noted that winter markets tend to face more challenges compared to fall markets, primarily due to weather conditions. She also shared that Mother's Day promotions are planned for next month. In addition, she spoke about the Shamrock Hunt event, which took place from March 10<sup>th</sup> to 17<sup>th</sup>.

**g. Grey County Economic Development**

A. Marshall spoke about the Gather Campaign, a unique economic development initiative that showcases the region's rich culinary heritage and vibrant agricultural community through storytelling and digital content. She also highlighted the leadership forum event activity that had member municipalities "building their backyard" with the aim to help everyone work together on how we can position Grey County as an attractive destination for growth and investment.

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

A. Marshall spoke about the Community Resiliency Strategy and shared that the Clean Energy Frontier has invited her to join the steering committee, which will focus on key issues such as mental health, drug abuse, and human trafficking and how we can improve these conditions in our region. The first meeting is scheduled for next week. She also discussed the concept of the whole isotope value chain, exploring how the region could position itself as an isotope manufacturing hub and how the public could potentially access these resources.

**7. Correspondence**

**a. Quarterly Building Report – 1<sup>st</sup> Quarter 2025**

S. Kaur informed the committee that the number of building permits issued in the first quarter of this year is lower compared to the same period last year. However, despite the slight decrease in permits, the construction costs and overall permit values have risen significantly.

**b. Saugeen Economy - 2nd Half 2024**

A. Marshall informed the committee that while 2024 showed signs of economic growth, uncertainty from tariffs and trade tensions posed risks. Interest rates continued to decline, supporting real estate activity and potential new housing developments. Although new build permits increased compared to 2023, rising resale prices may contribute to housing inflation and economic strain.

8. **New Business**

S. Walden noted the Community Connects event hosted by the Hanover Library was a success and saw much engagement. She encouraged anyone that wasn't there to view the Wightman recording that will be presented on the community channel on Saturday night at 8:30 pm. ~~S. Walden further shared information about the organizational review conducted last year and potential new positions and restructuring that was recommended. She also noted the upcoming start of a new administrative summer student, scheduled to begin in May that will offer assistance to economic development, amongst other departments~~

9. **Adjournment**

**Moved by JENN OLIVERO Seconded by JASON RADSTAKE**

THAT this meeting now be adjourned at 10:23 am.

**Next Meeting Date: June 18, 2025 @ 9:00am**

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Chair, Jason Rahn

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Committee Secretary, April Marshall

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 CULTURAL ROUNDTABLE COMMITTEE MINUTES
 

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Wednesday, June 6th, 2025 | 10:00am  
 Saugeen Room | Civic Centre

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**MEMBERS PRESENT** Ruth Linnen | Bev Morgan | Stephen Ferguson

**OTHERS PRESENT** April Marshall | Brandon Dobson | Catherine McKay |  
 Andre Petitjean

**REGRETS** Pat Butler

**DISCLOSURE OF PECUNIARY INTEREST-** Nil

**DELEGATIONS:** Nil

**DISCUSSIONS & DECISIONS**

**1. Adoption of April 2nd, 2025 Regular Meeting Minutes**

**Moved by R. Linnen | Seconded by B. Morgan**

THAT the minutes of the April 2<sup>nd</sup>, 2025 Regular Meeting Minutes be approved as printed and circulated.

**CARRIED**

**2. Business Arising from Minutes-** Nil

**3. Doors Open Ontario Participation-** C. McKay & A. Petitjean shared information on Doors Open Ontario Participation and potentially bringing an event like this to Hanover. Registration costs: \$1000.00 Early-Bird registration for a Doors Open. \$1500.00 afterwards. An organizing committee is needed, with a lead contact, and a minimum of 10 sites of historical, architectural or cultural significance. The event must be held between April-October and no admission can be charged for the event.

**Potential stops:**

- Police station
- Fire Station
- Water Sanitation
- Water Treatment
- Masonic Lodge
- Churches
- Paramount Theatre
- Civic Theatre
- Drive-In
- Cemetery
- Old Stores (Building Plaques)
- Heritage Square
- P&H Centre & HRAC

## CULTURAL ROUNDTABLE COMMITTEE MINUTES

- Private Homes (Heimbeckers)
- Andres Alpachas
- Shining Star Ranch
- Agricultural facilities
- Slab Town, Knappville
- Saugeen River
- Trout Farm

Finding sufficient volunteers to organize sites was noted as a concern.

**ACTION:** A. Marshall to contact Grey County, Saugeen Partners, Town of Hanover Staff & Heritage Committee to garner interest in participating (either by partnering or facilitating opening and organizing sites and tours).

### 4. Initiative Updates

#### 4.1. Music in the Square

Advertising has begun. Collaborating with community organizations and stakeholders has been terrific, as many other special events are being coordinated with this live and local music series.

#### 4.2. Event Development Fund

A. Marshall noted the new criteria has made the selection process much clearer. The first intake approved applications includes:

- New Events | Barns 2 Beaches at Saugeen Municipal Airport
- Growing Events | Hanover Fair & Eat Well Market
- Returning Event | Saugeen Artists Guild Quick Paint

#### 4.3. Downtown Plan

An MOU has been developed to recognize the partnership between the Downtown Improvement Area (DIA) and the Town. Tourism & Downtown Plan to be built together. A cultural roundtable committee member was requested to be a representative with the Downtown Plan working group. Bev, Ruth and Brandon expressed interest. The Chamber of Commerce also to be approached with a partner request.

#### 4.4. Culture Days & Welcome Week

Cultural Groups to organize their own events and promotions will be facilitated. No interest from cultural groups to continue the Cultural Showcase event. Plans continue to launch the library as a newcomer resource centre as part of Welcome Week.

### 5. Joint Cultural Roundtable- With Minto & Wellington North

#### 5.1. Cultural Symposium Debrief

Well attended event with excellent feedback from participants. Bev noted that Saugeen Artists Guild members saw much value from attending. Roundtables to discuss community interest and if the symposium will be held again in future.

## CULTURAL ROUNDTABLE COMMITTEE MINUTES

### **5.2. Culture Bus Tour- October 4<sup>th</sup>, 2025**

Hanover's stops will include Heritage Square, Clock Tower & Saugeen Municipal Airport. The Heritage committee will provide tours of the square to share the history of the site and how it's reflected in the development of the park.

### **5.3. Joint meeting, hosted by Hanover- September 25<sup>th</sup>, 2025**

Looking to host in the Community Hall. Members were asked to consider agenda items for our turn to host the rotating meeting.

## **6. Roundtable Member Updates | New Business**

### **6.1. B. Dobson**

Reviewed the following upcoming events: Volunteer Fair June 17<sup>th</sup>, 2025 at P&H Centre on the Arena Floor; Canada Day in Hanover - July 1<sup>st</sup>, 2025. Summer Camps of interest to committee: Painting with Mak Camp, Art Camp, Camp Spark & Hanover Community Players Drama Camp.

### **6.2. B. Morgan**

Saugeen Artist Guild offering a \$200.00 bursary for students attending post-secondary. Guild beginning to look at storage facilities/options and for a storefront for their Christmas store. July 12<sup>th</sup> Paint in the Square event reviewed.

### **6.3. S. Ferguson**

Hanover Community Players (HCP) to be at Volunteer Fair. Christmas Show will be School of Rock with a successful 40 applications for roles. HCP Board set aside \$30,000 for Cultural Events and is partnering with Grey Bruce Community Foundation to distribute funds. A new storage facility in the Flea Market has helped make prop and set design much easier. The Western Ontario Drama League has reached out to HCP to host a festival.

## **7. Correspondence- Nil**

## **8. Adjournment**

**Moved by S. Ferguson**

THAT the meeting be adjourned at 11:35am.

**CARRIED**

**Next Meeting:** September 3rd, 2025 @ 10:00am

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 HANOVER HERITAGE SUBCOMMITTEE MINUTES

Thursday, April 17, 2025 | 10:00 am  
 Location: St. Matthews Evangelical Church

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**MEMBERS PRESENT** Al Morrow | Gary Fleischauer | Jason Rahn | Stu Lamont | Bill Switzer | Jim Rahn

**REGRETS** Andrew Edgcumbe | George Rahn

**OTHERS PRESENT** Laura Christen | Mark Mackenzie

1. **DISCLOSURE OF PECUNIARY INTEREST** – Nil
2. **ADOPTION OF THE FEBRUARY 20, 2025 MINUTES**

**Moved by S. Lamont | Seconded by G. Fleischauer**

That the minutes of the February 20, 2025 regular meeting be approved as printed and circulated. **CARRIED**

3. **DELEGATION:** Local historian: Richard Thomas provided an overview of his project called “Living Histories V2” for Grey Roots Museum. He is specifically looking for historical landscape and street scape photos. A public intake for photos has been organized at the Hanover Public Library Sat. May 24<sup>th</sup> from 12-3pm.
4. **MYSTERY PHOTO** | A. Morrow provided mystery photos featuring a school classroom
5. **ITEMS FOR INFORMATION/ DONATIONS:**
  - 5.1.1. Donations Received: two (2) Ball Uniforms, Hanover Parks & Rec Jacket and a Homecoming banner. Donated by George Rahn

**6. ITEMS FOR DIRECTION / DISCUSSION**

- 5.1 **Building Recognition Signs 2025-** Ja Rahn, confirmed that the plaques for 305 10th Street & 393 10th Street will be installed in the Spring/ Summer 2025
- 5.2 **Clock Tower Cleaning Project-** L Christen presented three (3) quotes for the clock tower cleaning project. Committee members suggested an additional local business that may be interested in the work. As a result, a decision was deferred to the next meeting to allow time to acquire the additional quote **ACTION:** S. Lamont will contact the local business to submit a written quote.
- 5.3 **P&H Centre Display** | The kitchenware display has been installed. Committee members will brainstorm ideas for the following display at the next meeting
- 5.4 **Cemetery Tour Brochure-** The brochure is nearing completion. **ACTION:** A. Morrow to provide a map to help identify the gravesite locations.

5.5 **Volunteer Fair** | Committee members were provided an overview of the event. The committee will recruit friends of the Heritage committee. **ACTION:** Committee Members A. Morrow, G. Fleischauer & Ji Rahn are available set up and manage the booth

## 7. NEW BUSINESS

7.1. **Garment Bags** | Committee members expressed a need to acquire protective garment bags to protect memorabilia **ACTION:** Ji. Rahn to purchase the needed bags.

7.2. **Canada Day** | An update was provided that the Canada Day festivities may be relocated to Town Park this year to combine with the splash pad grand opening. Committee member expressed an interest in a Heritage Booth.

7.3. **Artifacts Roadshow** | A committee member recommended repeating the Artifacts Roadshow. This suggestion will be considered as part of the planning for Culture Days in September

8. **NEXT MEETING**                      Thursday June 19, 2025

## 9. ADJOURNMENT

**Moved by: B. Switzer**

THAT this meeting be adjourned at 11:15 am.

**CARRIED**

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Committee Chair

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Laura Christen, Director of Parks, Recreation & Culture