Economic, Tourism and Cultural Development Advisory Committee (ETCDAC)

Terms of Reference (2026-2030)

Purpose

The Economic, Tourism and Cultural Development Advisory Committee (ETCDAC) is a council-appointed advisory committee established to provide strategic advice and recommendations to Hanover Council regarding economic development, tourism development, cultural development, downtown revitalization and community prosperity within the Town of Hanover.

The Committee serves as Hanover's primary advisory body for fostering economic growth, business retention and expansion, tourism attraction, cultural development, downtown vibrancy and community partnerships. ETCDAC shall provide strategic leadership in advancing council priorities that contribute to a prosperous, vibrant, welcoming and resilient community.

ETCDAC shall also fulfill the role of the Town's Downtown Delivery Team by monitoring and supporting the implementation of the Hanover Downtown Plan and coordinating efforts among municipal departments, community organizations, businesses and stakeholders

Guiding Principles

The Committee shall operate in a manner that:

- Supports sustainable economic growth and investment attraction.
- Recognizes tourism, culture, heritage and downtown development as important contributors to community prosperity and quality of life.
- Promotes collaboration, innovation and partnership development.
- Encourages evidence-based decision making and strategic planning.
- Supports equity, diversity, inclusion, accessibility and belonging within municipal initiatives and community development efforts.
- Advances Hanover's efforts to be a welcoming community for residents, visitors, newcomers, businesses and investors.
- Aligns with Hanover Council's Strategic Plan, Economic Development Strategy, Business Retention & Expansion Action Plan Roadmap, Cultural Plan, Downtown Plan and other approved municipal policies and plans.

- Encourages regional collaboration and relationship-building with community organizations, business groups, neighbouring municipalities and economic development partners.

Mandate

The mandate of ETCDAC is to provide advice, support and recommendations to council on matters related to economic development, tourism, culture and downtown revitalization by:

Economic Development

- Supporting business retention, expansion and attraction initiatives.
- Identifying opportunities to strengthen Hanover's economy and competitiveness.
- Supporting entrepreneurship, innovation and workforce development initiatives.
- Providing advice on investment attraction, business development and economic growth opportunities.
- Supporting implementation of the Town's Economic Development Strategy and related priorities.

Tourism Development

- Supporting tourism attraction, destination development and visitor experiences.
- Identifying opportunities to enhance Hanover's profile as a destination for visitors, events and investment.
- Encouraging partnerships that strengthen tourism assets, experiences and regional collaboration.
- Supporting initiatives that increase visitation and economic impact.

Cultural Development

- Providing strategic oversight regarding cultural development and implementation of municipal cultural priorities.
- Receiving recommendations and updates from the Cultural Roundtable and incorporating cultural priorities into broader community development initiatives.
- Supporting initiatives that strengthen Hanover's cultural sector and creative economy.

- Recognizing the role of arts, culture and events in community vitality, tourism development and talent attraction.

Downtown Revitalization

- Acting as the Town's Downtown Delivery Team and supporting implementation of the Hanover Downtown Plan.
- Monitoring progress on Downtown Plan actions and identifying opportunities, priorities and challenges.
- Supporting initiatives that improve downtown vitality, placemaking, business attraction, beautification and economic activity.
- Providing strategic advice regarding downtown economic development initiatives and related municipal programs.
- Encouraging collaboration among downtown partners to advance revitalization efforts.

Community Prosperity & Partnerships

- Supporting initiatives that contribute to quality of life, talent attraction and community well-being.
- Promoting equity, diversity, inclusion, accessibility and welcoming community objectives through economic, tourism and cultural development activities.
- Strengthening relationships with community organizations, educational institutions, businesses, tourism partners and regional stakeholders.
- Identifying opportunities to leverage funding, partnerships and collaborative initiatives.
- Providing recommendations regarding emerging opportunities, challenges and community trends.

Responsibilities

The Committee shall:

- Provide recommendations to council on matters within its mandate.
- Support implementation of council-approved economic, tourism, cultural and downtown development priorities.
- Monitor implementation of the Hanover Downtown Plan and act as the Town's Downtown Delivery Team.
- Foster collaboration among the Hanover Downtown Improvement Area (DIA), Hanover Chamber of Commerce, Cultural Roundtable Subcommittee, Heritage Subcommittee, local businesses and community organizations.

- Receive updates and recommendations from the Cultural Roundtable and Heritage Subcommittees and incorporate priorities into broader strategies and initiatives.
- Review and provide feedback on plans, studies and initiatives referred by Council or Administration.
- Support investment attraction, business retention and expansion activities.
- Champion opportunities that enhance tourism, downtown vitality and cultural development.
- Promote regional cooperation and partnership development.
- Identify and advocate for opportunities that support a welcoming, inclusive and prosperous community.

Membership

The Committee shall consist of up to eleven (11) voting members appointed by the mayor, including:

- One (1) Council Representative
- One (1) Hanover Downtown Improvement Area (DIA) Representative (appointed by the DIA)
- One (1) Hanover Chamber of Commerce Representative (appointed by the Hanover Chamber of Commerce)
- One (1) Tourism Representative
- Two (2) Business / Commercial Representatives
- One (1) Industrial, Development or Investment Representative
- One (1) Heritage Subcommittee Representative (appointed by the Heritage Subcommittee)
- One (1) Healthcare or Education Sector Representative
- One (2) Community At-Large Representative

Council may seek to ensure representation from a variety of sectors, backgrounds, experiences and perspectives relevant to the Committee's mandate.

Municipal staff shall attend as resources and advisors but shall not be voting members.

Member Responsibilities

Members shall:

- Demonstrate knowledge, experience or interest in economic development, tourism, culture, business, downtown development or community development.
- Act in the best interests of the Town of Hanover.
- Attend and actively participate in meetings and initiatives.
- Share information and opportunities with their respective sectors and networks.
- Serve as ambassadors for Hanover and its economic, tourism and cultural priorities.
- Foster collaboration and positive relationships among stakeholders.
- Remain informed regarding municipal initiatives and community priorities relevant to the Committee's work.

Relationship with Subcommittees

ETCDAC shall provide strategic oversight and receive recommendations from:

Cultural Roundtable

The Cultural Roundtable serves as ETCDAC's subcommittee for cultural development, cultural collaboration, community events and Event Development Fund recommendations. Recommendations and annual work plans shall be submitted to ETCDAC for consideration.

Heritage Subcommittee

The Heritage Subcommittee serves as ETCDAC's subcommittee on matters relating to heritage conservation, heritage awareness and implementation of heritage initiatives. The Heritage Subcommittee shall appoint one representative to sit on ETCDAC.

Chair and Vice-Chair

The Roundtable shall annually elect a Chair and Vice-Chair from among its citizen members.

The Chair shall:

- Preside over meetings.
- Work with staff to establish meeting agendas.
- Facilitate discussion and consensus-building.

- Serve as spokesperson for the Roundtable when authorized.

The Vice-Chair shall perform the duties of the Chair in the Chair's absence.

Staff Support

Administrative support shall be provided by the Town through the Economic Development Department, with collaboration from Parks, Recreation and Culture staff.

Staff support may include:

- Agenda preparation and distribution.
- Minute taking and record keeping.
- Coordination of communications and correspondence.
- Support for Event Development Fund administration.
- Technical and administrative assistance as required.

Meetings

The Committee shall meet bi-monthly (six times annually) or at the call of the Chair.

Additional meetings may be scheduled as required to address priority initiatives, Downtown Plan implementation activities or emerging economic development opportunities.

A majority of appointed voting members shall constitute quorum.

The Committee may invite guests, partners, stakeholders or subject matter experts to attend meetings as resources when required.

Reporting

Meeting minutes and recommendations shall be forwarded to Hanover Council through established municipal procedures.

The Committee shall prepare an annual work plan and annual report outlining:

- Key activities and achievements.
- Progress on Economic Development Strategy priorities.
- Progress on Downtown Plan implementation.
- Tourism development initiatives.

- Cultural development outcomes.
- Partnership activities.
- Emerging opportunities and challenges.
- Recommendations for future priorities.

Conflict of Interest

Members shall comply with all applicable municipal policies, including the Town's Code of Conduct, Procedural By-law and conflict of interest requirements. Any actual or perceived conflict of interest shall be declared and recorded in the meeting minutes.

Amendments

The Committee may review these Terms of Reference from time to time and recommend amendments to council for consideration and approval.