AUGUSTA TOWNSHIP
AGENDA
ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING
February 3, 2025 at 2:00 P.M.

REGULAR COMMITTEE – SESSION

A. Call to Order

B. Chairman's Opening Remarks

C. Approval of Agenda

D. Approval of Minutes of Previous Meeting

E. Disclosure of Interest and Nature Thereof

F. Delegations and/or Correspondence

G. New and Unfinished Business

1. Appointment of New Committee Chair

2. Appointment of Committee Vice-Chair

3. Review of the Terms of Reference

4. Spring Showcase
   A market-type event for our Maker's Map participants tentatively to be held on Saturday, April 5, 2025 at MERC (hall tentatively booked). Set up 9am, open 10-1pm.

   Action Items:
   - Survey Results (emailed to Maker's January 27)
   - Working Group Creation to Plan Logistics and Implement Plan
   - Working Group Chair Selection

5. 'Community Conversation'
   A meeting to be held by the committee, not Council, focusing on new residents to gauge what they feel Augusta is lacking, what they expected us to have when they moved here. Data to be collected, analyzed and presented to Council.

   Action Items:
   - Discussion on Benefits/Drawbacks of Combining with Spring Showcase (Maker's Map) Event
   - Decision to be made on Combining Events
   - Working Group Creation to Plan Logistics and Implement Plan
   - Working Group Chair Selection
   - Working Group Meeting Date Scheduled
   - Working Group Creation for Analyzing Data & Reporting to Council
   - Working Group Chair Selection
   - Working Group Meeting Date Scheduled

6. Guest Speaker: Josiah Brown of The New York Sherpa
   Mr. Brown is a consultant for rural communities that Rob & Judi heard speak at their conference. They believe it would be beneficial for the committee and Council to hear his ideas.

   Action Items:
   - Discussion & Decision: Mr. Brown offered to speak to the committee for free, if this changes to a Council presentation there may be a fee.
   - If Proceeding, Dates to be Chosen

7. Explore Augusta Map
   A promotional map (similar to the Town of Prescott's) which shows local landmarks and key Augusta tourism sites. To be used for various events, including the Prescott Spring Trade Show (April 24-26).

   Action Items:
   - Choose an Illustrator
     - Prescott's Illustrator needs 9 months to create + approx. $4500
     - One local company can do the art & printing within our time frame. Rob has details.
     - Nick Chase, a graphic designer and friend of Rob's, is willing to do the artwork. See examples below.
   - Choose a Printer
   - Working Group Creation to Create Design for Final Committee Approval
   - Working Group Chair Selection
   - Working Group Meeting Date Scheduled

8. Mayor's Breakfast
   Annual breakfast to be held Friday, March 28, 2025 at MERC, 7:30-10am. This year's theme will be "It Starts With Us". Usual guests to be invited to speak.

   Action Items:
   - Announcement: Guest Speaker Chosen
   - Discussion: Caterer Options, Breakfast Options
   - Launch Date for Registration
   - Approval/Comments for Promotional Materials
   - Working Group Creation to Plan Logistics and Implement Plan
   - Working Group Chair Selection
   - Working Group Meeting Date Scheduled

9. Maker's Map
   Website, currently with 17 participants.

   Action Items:
   - Discuss Launching of Site to Users

H. Roundtable Discussion

I. Adjournment

- Next Meeting: Monday, March 3, 2025, 2pm

Mission Statement for EDTC

Under the Direction of Council and Senior Staff to work in an advisory capacity to attract, promote, retain and expand economic development and tourism within Augusta Township to make our Township a sustainable community in which to reside, work and play.

AUGUSTA TOWNSHIP
MINUTES
ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING
January 6, 2025 at 2:00 p.m.

PRESENT

Jeff Shaver, Adrian Wynands, Rob Whittaker, Judi Baril (electronically), Pamela Robertson, Vikki Werner-Mackeler

REGRETS

Darlene Jones, Kris Vdovich

1. **Call to Order**
   Chair Rob Whittaker called the meeting to order at 2:05 p.m.

2. **Chair's Opening Remarks**

3. **Approval of Agenda**
   Agenda approved - moved by Pam Robertson and seconded by Judi Baril

4. **Approval of the Minutes**
   Minutes approved - moved by Pam Robertson and seconded by Judi Baril

5. **Disclosure of Pecuniary Interest**

6. **Business Arising from the Minutes**

7. **Delegations**

8. **Correspondence**

9. **New and Unfinished Business**

   9.1 First Impressions Presentation to North Stormont

   - There was a mix up with the time of the meeting, Rob & Kris only had 10 minutes to present, but it went well.
   - Discussion was had regarding having a 'Community Conversation', a meeting held by the committee, not Council, focusing on new residents, to gauge what they feel Augusta is lacking, what they expected us to have when they moved here. Data to be collected, analyzed and then presented to Council. Including our 'makers' was also discussed. Rob and Vikki to pick a possible date.

9.2 Possible Guest Speaker for February (Josiah Brown of The New York Sherpa)

- Mr. Brown is a consultant for rural communities that Rob and Judi heard at their conference. They believe it would be beneficial for the committee and Council to hear his ideas.
- Rob to look at possible dates when he will be in the area again and a public special educational meeting of Council can be held to hear his presentation.

9.3 Explore Augusta Map

- Rob looked into the cost and time line for producing the map.
- Expected cost to be $6,000-$7,000 for 2,000 maps. It could take 6 weeks to 3 months to print.
- The artist used by Prescott, is interested in working with us.
- Rob to proceed with next steps.

9.4 Maker's Map – Spring Showcase

- Rob to review the survey questions and Vikki will send them out to the Makers to gauge their interest in this event.
- Still planning on holding the event April 5th or 12th, set up at 9am, open 10-1pm at MERC.

9.5 Mayor's Breakfast

- The theme this year will be "It Starts With Us".
- Judi has a possible guest speaker in mind and will follow up with them.
- Event to be held at MERC this year.
- The usual guests to be invited to speak.

9.6 Roundtable

- Councillor Henry will no longer be able to serve on the committee due to her new work commitments. Council will choose a new representative at the next Council meeting.
- Brockville Chamber of Commerce Breakfast with the MP will be January 20th and Breakfast with the MPP will be February 14th.
- The 'Mayors around the District' event will not be held this year. Possibly again next year.
- The Spirit of Giving campaign was a success again this year. 294 families received baskets. St. Joseph's school donated 7,000 cans in one day which was matched by O'Reilly's.
- The on-routes were checked to see what they had by way of 'what's up ahead' promotional materials and they didn't have anything like that, or a place to put them.

10. **Next Meeting – February 3, 2025 at 2:00pm**

11. **Adjournment**

The meeting adjourned at 3:00 p.m.

Nick Chase Artwork Samples

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AUGUSTA TOWNSHIP