

**AUGUSTA TOWNSHIP
AGENDA
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE MEETING
January 8, 2024 at 2:00 P.M.**

- A. Call to Order
- B. Chairman's Opening Remarks
- C. Approval of Agenda
- D. Approval of Minutes of Previous Meeting
- E. Disclosure of Pecuniary Interest and General Nature Thereof
- F. Business Arising from the Minutes
- G. Delegations

OMAFRA First Impressions – Alex Dewit – Economic and Business Advisor

- H. Correspondence
- I. New and Unfinished Business
 - First Impressions Program
 - Mayor's Breakfast
 - Adopt a Road/Park
 - Disc Golf Masters Tournament Proposal
 - Pop Ups
 - Maker's Map
 - Roundtable Discussion

- J. Questions for the Public
- K. Discuss Date of Next Meeting – **January 8, 2024**
- L. , 2023
- M. Adjournment

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
December 4, 2023 at 2:00 p.m.**

PRESENT

Judi Baril, Rob Whittaker, Darlene Jones, Bill Spencer, Pamela Robertson, Tanya Henry, Jeff Shaver, Annette Simonian,

1. Call to Order

Rob Whittaker called the meeting to order at 2:05 p.m.

2. Chair's Opening Remarks

3. Approval of Agenda

Agenda Approved as amended to add Maker's Map and Pop Ups
Moved by Darlene Jones, seconded by Pamela Roberston

4. Approval of the Minutes

Minutes Approved – Moved by Judi Baril and seconded by Darlene Jones

5. Disclosure of Pecuniary Interest

6. Business Arising from the Minutes

7. Delegations

- Alex Dewit First Impression – Rescheduled

8. Correspondence

9. New and Unfinished Business

9.1 Mayor's Breakfast

- Judi will approach Paula Roles for the Speaker
- Theme: Dare, Dream, Deliver
- Date: March 22, 2024
- Venue: Roebuck Hall
- Caterer: TBD
- Mayor would like the Prescott and E/C Mayor's to have 4 or 5 minutes on the agenda.
- Committee discussed possibility of making future events a SG event with the Chambers as the lead.
- Pamela informed the Committee that the Brockville and District Chambers is hosting a Mayors around the District Speaker Series this Spring.

AUGUSTA TOWNSHIP

9.2 First Impressions

- The reviewed the Matching Profile Form and agreed to wait until Alex provided the overview of the program before filling it out.
- Presentation rescheduled until January 8, 2024.

9.3 Adopt a Road/Park

- Committee discussed the program.
- Clerk will provide Terms of Reference to the Committee at the January meeting for review.

9.4 Augusta Disc Golf

- The Committee discussed the idea of having a Disc Golf Tournament that coincides with the Augusta Masters Golf Tournament the week of April 8-14.
- Pamela offered to contact the Disc Golf organizer to discuss the event.

9.5 Pop Ups

- The Mayor discussed the idea of purchasing Pop Up Sheds similar to what Prescott has. If purchased, we will need a good spot to locate. Augusta Business centre would be willing to have them there.
- The Committee agreed it was a good idea but there should be a development strategy established ahead to make sure it will be successful.
- Pamela offered to approach RTO to see if any funds are available for a marketing campaign to make it exceptional.

9.6 Roundtable

- The Maker's Map website is underway.
- The Sprit of Giving registered 273 families with 97 from Augusta
- The Dixon Store is opening this weekend.
- The Mayor let the Committee know that there has been a lot of interest in the Industrial Park area.
- The Food Drive raised \$800 and a trailer full of food.
- Teeny Tiny Summit Jan 10th at 10am

10. Next Meeting – January 8, 2023 at 2:00pm

11. Adjournment

Moved by Pamela Robertson, seconded by Bill Spencer
The meeting adjourned at 4:05 p.m.

AUGUSTA TOWNSHIP



**First Impressions
Community Exchange**



Matching Profile

Community Name	Augusta
Municipality/Region/County	Augusta
Community Population	2400
Type of Exchange (Full Picture, Downtown, Tourism, Local Food)	what to focus on
Preferred Timing for Exchange	spring
Special Notes (challenges, issues, priorities)	
Diversity, Equity and Inclusion assets	
Heritage/Cultural assets (eg. Galleries, theatre, architecture)	
Key economic drivers/main economic base	
Primary economic sector influence (eg. agriculture, manufacturing, tourism, forestry, mining)	
Proximity to major highways	
Proximity to waterways/waterfront (rivers, lakes)	
Proximity to railways (passenger or freight)	
Schools – high school, post-secondary, number and type	
Municipal office in the community	
Large (neighbouring) city influence	
Industrial Park(s)	
Roofed Accommodation (hotels, motels, B&B)	
FICE Coordinator and Contact Information	
OMAFRA Regional Advisor for the area and contact information	