

**AUGUSTA TOWNSHIP  
AGENDA  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE MEETING  
February 5, 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
- H. Correspondence
- I. New and Unfinished Business
  - First Impressions Program Matching Profile
  - Mayor's Breakfast
  - Disc Golf Masters Tournament Proposal
  - Maker's Map
  - Roundtable Discussion
- J. Questions for the Public
- K. Discuss Date of Next Meeting – **March 4, 2024**
- L. 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  
January 8, 2024 at 2:00 p.m.**

**PRESENT**

Judi Baril, Rob Whittaker, Kris Vdovich, Jeff Shaver, Annette Simonian, Adrian Wynands

**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

Moved by Kris Vdovich, seconded by Judi Baril

**4. Approval of the Minutes**

Minutes Approved – Moved by Judi Baril and seconded by Kris Vdovich

**5. Disclosure of Pecuniary Interest**

**6. Business Arising from the Minutes**

**7. Delegations**

- Alex Dewit, OMAFRA - First Impressions

- Alex provided an overview of the First Impressions Program. The Program will require 8 – 10 volunteers from different demographics depending on what community focusing on, and take 3 hours plus travel time. The Township forwards the 'Matching Profile' form to match us with a community with similar characteristics. Each community recruits volunteers to visit the other community to make observations and report their feedback back to each other. There are several ways to evaluate, and the Township is to decide based on what information they would like to focus on (questions asked should reflect what results we are looking for).

**8. Correspondence**

**9. New and Unfinished Business**

**9.1 First Impressions**

- Alex provided the overview of the program.
- Alex will forward the program surveys available for review and we can choose from one of them. Once the Matching Profile form is filled out OMAFRA will choose a compatible community.
- The report can be used as a precursor for a Strategic Plan.

## **AUGUSTA TOWNSHIP**

### **9.2 Mayor's Breakfast**

- Judi will approach Paula Roles for the Speaker
- Theme: Dare, Dream, Deliver
- Date: March 22, 2024
- Venue: Roebuck Hall confirmed
- Caterer: TBD
- Judi reached out to a speaker and will confirm for next meeting.

### **9.3 Adopt a Road/Park**

- Committee discussed the program.
- EDTAC can support the initiative if they know any businesses that would be willing to sponsor the program or any groups that wanted to participate.

### **9.4 Augusta Disc Golf**

- Rob reached out to the Disc Golf organizer but did not hear back before this meeting.
- The idea is to get good press for the Township.
- It was discussed to wait and organize for 2025 to be able to organize it right.

### **9.5 Pop Ups**

- The Mayor indicated that the Township should create a business plan to make sure pop ups would be utilized, how to attract users and marketing to make it successful.

### **9.6 Maker's Map**

- Fraser provided the Committee with the progress of the Maker's website.
- The structure of the website is coming along well. Consideration for Accessibility must be given.
- Next steps:
  - Finalize Logo
  - Develop criteria for participation
  - How much participants can do themselves
  - Decide if there will be a cost
  - Controlled first run (populate date) with a few Maker's
  - Develop marketing plan
  - Build application and place on Township website
- Committee discussed having a second session to gain interest.
- It was suggested to invite 5 or 6 Maker's from different categories first, to show what we are doing.

### **9.7 Roundtable**

- There is a large business coming to the community soon. Property has been purchased for development.
- There is still a lot of interest in the Industrial Park

## **AUGUSTA TOWNSHIP**

10. **Next Meeting – February 5, 2023 at 2:00pm**
11. **Adjournment**  
Moved by Judi Baril, seconded by Kris Vdovich  
The meeting adjourned at 4:05 p.m.