

**AUGUSTA TOWNSHIP  
AGENDA  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE MEETING  
March 4, 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
  - Mayor's Breakfast
  - Maker's Map
  - Roundtable Discussion
- J. Questions for the Public
- K. Discuss Date of Next Meeting – **April 8, 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  
February 5, 2024 at 2:00 p.m.**

**PRESENT**

Judi Baril (joined meeting at 2:30), Rob Whittaker, Bill Spencer, Pamela Robertson, Darlene Jones (joined meeting at 2:10) Jeff Shaver, Tanya Henry, Annette Simonian

**1. Call to Order**

Rob Whittaker called the meeting to order at 2:00 p.m.

**2. Chair's Opening Remarks**

**3. Approval of Agenda**

Agenda Approved

Moved by Bill Spencer, seconded by Tanya Henry

**4. Approval of the Minutes**

Minutes Approved – Moved by Tanya Henry and seconded by Bill Spencer

**5. Disclosure of Pecuniary Interest**

**6. Business Arising from the Minutes**

**7. Delegations**

**8. Correspondence**

**9. New and Unfinished Business**

**9.1 First Impressions**

- The Committee agreed that the Full Community Survey is the survey to use for the First Impression visit.
- Judi, Rob and Pamela will form a sub-committee for the First Impressions visit and review/revise the questions in the survey to Augusta-ize it.
- The sub committee will prepare a map of the area with noteworthy places on it for reference.
- To include:
  - Restaurants
  - Hotels
  - Recreation centers
  - Lemon Point
  - Township office
  - School
  - Grenville Fish and Game
  - Grenville snowmobile club
  - Gardens
  - Museum

## **AUGUSTA TOWNSHIP**

- Limerick forest
- Dive site

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

- Invite Poster was provided to the Committee.
- Caterer booked
- Expecting a large turn out this year.
- Mayor's Registration will be up tomorrow.

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

- Six Maker's attended the Pilot program session.
- The idea was well received.
- Registration application for the website will be forwarded to the pilot participants to fill out and have the site ready for February 22.
- The Rack Card invites went out by mail Friday to all residents. Four Maker's have signed up for the soft launch session on February 22 already.

### **9.7 Roundtable**

- Trade Show March 21-23 at Leo Bovin
- Rob is developing a retail marketing plan for the pop-ups for review

## **10. Next Meeting – March 4, 2024 at 2:00pm**

## **11. Adjournment**

Moved by Pamela Robertson, seconded by Darlene Jones  
The meeting adjourned at 2:50 p.m.