AGENDA  
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE MEETING  
May 6, 2024 at 2:00 P.M.

1. Call to Order
2. Chairman’s Opening Remarks
3. Approval of Agenda
4. Approval of Minutes of Previous Meeting
5. Disclosure of Pecuniary Interest and General Nature Thereof
6. Business Arising from the Minutes
7. Delegations
8. Correspondence
9. New and Unfinished Business
   * Business of the Year 2024 – Sub Committee, categories and promoting of initiative
   * First Impressions Program – Sub Committee, focus/perspective and tour points
   * Maker’s Map
   * Roundtable Discussion
10. Questions for the Public
11. Discuss Date of Next Meeting – **June 3, 2024**
12. 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.

# MINUTES ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING April 9, 2024 at 2:00 p.m.

**PRESENT**

Judi Baril (joined electronically), Rob Whittaker, Bill Spencer (joined meeting at 2:17), Darlene Jones (joined meeting at 2:10), Kris Vdovich (joined meeting electronically at 2:28) Pamela Robertson, Jeff Shaver, 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 Pamela 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 Business of the Year

* Committee discussed expansion of categories and agreed to add Agri Business as a new category.
* Committee discussed how to get more submissions and agreed to advertise earlier and more and leverage social media.
* Rob, Pam and Judi will form a sub-committee to discuss how to best market the event to get more submissions.
* Committee agreed that it would be a good idea to obtain corporate sponsors for the event.

9.2 First Impressions

* OMAFRA hasn’t come back with a matching community yet.
* Judi, Rob and Pamela will form a sub Committee
* The sub committee will discuss which perspective the Township is most interested in and discuss priorities of the Township and review/revise the questions in the survey to Augustaize it.

9.3 Mayor’s Breakfast

* Very good event
* High energy in the room
* Over 90 people in attendance.
* Breakfast was late which threw the presentation off, but made the best of it
  1. Maker’s Map
* Six Maker’s have signed up for the website
* Northnet Media is sending out a mail chimp to attract Makers.
* Need a plan to reengage the Makers that attended the sessions.
* Need to make a marketing plan to attract people to the site.
  1. Roundtable
* Antique Wheels in Motion is looking for assistance to build a four season building for educational use.

10. **Next Meeting – May 6, 2024 at 2:00pm**

11. **Adjournment**

Moved by Darlene Jones, seconded by Pamela Robertson

The meeting adjourned at 3:20 p.m.