

**AUGUSTA TOWNSHIP
AGENDA
ECONOMIC DEVELOPMENT & TOURISM ADVISORY COMMITTEE MEETING
January 6, 2025 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 Presentation to North Stormont
 - Possible Guest Speaker for February (Josiah Brown of The New York Sherpa)
 - Explore Augusta Map
 - Maker's Map – Spring Showcase
 - Mayor's Breakfast
 - Roundtable Discussion
- J. Questions for the Public
- K. Discuss Date of Next Meeting – **February 3, 2025**
- 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
December 2, 2024 at 2:00 p.m.**

PRESENT

Rob Whittaker, Pam Robertson, Kris Vdovich, Jeff Shaver, Adrian Wynands (joined at 2:50pm), Vikki Werner-Mackeler

REGRETS

Judi Baril

1. **Call to Order**

Chair, Rob Whittaker called the meeting to order at 2:12 p.m.

2. **Chair's Opening Remarks**

3. **Approval of Agenda**

Agenda Approved - Moved by Kris Vdovich and seconded by Pam Robertson

4. **Approval of the Minutes**

Minutes Approved – Moved by Pam Robertson and seconded by Kris Vdovich

5. **Disclosure of Pecuniary Interest**

6. **Business Arising from the Minutes**

7. **Delegations**

8. **Correspondence**

9. **New and Unfinished Business**

9.1 Mayor's Breakfast

- To be held March 28, 2024.
- Further discussions/decisions to be postponed until the next meeting.

9.2 Maker's Map

- The Committee discussed the Spring Easter Showcase at MERC on April 5th or 12th, set up at 9am, open 10-1pm.
- Vikki to email survey to Makers to gauge interest and availability.

9.4 Explore Augusta Map

- Rob to take the lead on this, looking further into the quotes we received and to contact Kelly Panacci who designed Prescott's map to see if she's willing to work with us on ours. Vikki to send him the file.

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- Decision was made to hold off on finding sponsors until the layout of the map is finalized/exact space size is known.
- There was a discussion on whether sponsors should be from the general area or kept to just Augusta businesses.

9.5 BiNational Tourism Summit

- Great speakers, interesting information.
- Rob to look into having one of them come here to speak to committee about what they've been doing to promote their area, as they are similar to Augusta.
- Rideau Lakes has a new promotional video that has been winning awards. Discussion was had on possibly updating ours to something similar, focus on Limerick Forest possibly.

9.6 First Impressions

- Our presentation to North Stormont is on December 17, 2024 at 6:30pm via Zoom. Rob will now present on our behalf. Kris requested also to be on the call. Vikki to make the arrangements.
- North Stormont presented to us November 25, 2024. Main take aways were our small or lack of signage, we should be promoting our agri-businesses, historic and nature-related areas more as well as finding ways to attract more restaurants/sit-in food places.
- Discussion was had about ways to do more for our agri-businesses and using social media to promote our nature sites, targeting different demographics appropriately.
- Kris to look into funding for promoting our historical sites.

9.7 Roundtable Discussion

- MTO has given the Township funding for the 401 signs. The project will be moving ahead in 2025 or 2026.
- We need to focus on promoting what we already have better, particularly 'active Augusta' activities like pickleball, trails, canoeing, geocaching.

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

11. **Adjournment**

Moved by Kris Vdovich seconded by Pam Robertson
The meeting adjourned at 3:45p.m.