

**AUGUSTA TOWNSHIP
AGENDA
ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING
March 3, 2025 at 1:00 P.M.**

REGULAR COMMITTEE – SESSION

- A. Call to Order
- B. Chairman’s Opening Remarks
- C. Approval of Agenda
- D. Approval of Minutes of Previous Meeting
- E. Disclosure of Interest and Nature Thereof
- F. Delegations and/or Correspondence
- G. New and Unfinished Business

1. Spring Showcase

A market-type event for our Maker’s Map participants tentatively to be held on Saturday, April 5, 2025, at MERC (hall tentatively booked). Set up at 9a.m., open 10-1 p.m.

- Marketing Strategy discussion between CAO & Communications Coordinator, increase engagement
- Clerks Department to provide spreadsheet to track registration and payment
- List of instructions & information to provide makers (Judi)
- PowerPoint Slideshow (Rob)

2. ‘Community Conversation’

A meeting to be held by the committee, not Council, focusing on new residents to gauge what they feel Augusta is lacking, what they expected us to have when they moved here. Data to be collected, analyzed and presented to Council.

- Finalize event date
- Book MERC hall once date has been confirmed
- Staff to come up with a marketing plan

3. Guest Speaker: Josiah Brown of The New York Sherpa

Mr. Brown is a consultant for rural communities that Rob & Judi heard speak at their conference. They believe it would be beneficial for the committee and Council to hear his ideas.

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- Contact Speaker (Rob) for potential dates
4. Explore Augusta Map
A promotional map (similar to the Town of Prescott's) which shows local landmarks and key Augusta tourism sites. To be used for various events, including the Prescott Spring Trade Show (April 24-26).
- Submit top 20 locations to feature (Committee to Rob)
 - Staff to request grant extension to June
5. Mayor's Breakfast
Annual breakfast to be held Friday, March 28, 2025 at MERC, 7:30-10am. This year's theme will be "It Starts With Us". Usual guests to be invited to speak.
- Staff to purchase gift cards (3)
 - Confirm menu and cost of catering
 - Email to remind the Committee of set up date and time (Clerks)
 - Staff to work on marketing material for event
 - Registration active
6. Maker's Map
Website, currently with 17 participants.
- Staff and Chair to discuss marketing campaign
- H. Roundtable Discussion
- I. Adjournment
- Next Meeting: Monday, April 7, 2025, 1:00 p.m.

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 3, 2025 at 2:00 p.m.**

PRESENT

Jeff Shaver, Hendrik Pape, Rob Whittaker, Judi Baril, Pamela Robertson, Darlene Jones, Shannon Geraghty, Vikki Werner-Mackeler

REGRETS

Kris Vdovich, Bill Spencer

A. Call to Order

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

B. Chair's Opening Remarks

C. Approval of Agenda

Agenda approved - moved by Judi Baril and seconded by Pamela Robertson

D. Approval of the Minutes

Minutes approved as amended - moved by Pam Robertson and seconded by Judi Baril

E. Disclosure of Pecuniary Interest

F. Delegations and/or Correspondence

Email from resident requesting that the committee spearhead, through volunteers, a community based vegetable garden.

- A discussion was held about what would be required to implement a project like this, including land, a set of rules, insurance, a waiver/agreement for plot renters, a way to remove compost, wood boxes to mark the plots and possibly sponsors.
- It was determined that the land beside the Maynard Recreation area (beside the courts) could be a good location for the garden.
- It was determined that the project should move forward to see how much interest there is, with a goal of attracting enough people to tend to 10-12 plots to start.
- **PROJECT CHAIR:** Hendrik Pape
- **ACTION ITEM #1:** Judi to contact the Anglican Church in Prescott to get a copy of their rules.
- **ACTION ITEM #2:** Shannon will ask Willow to work on a 'Have Your Say' survey to gauge interest in the project.
- **ACTION ITEM #3:** Shannon to discuss logistics of compost removal with Public Works.

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- **ACTION ITEM #4:** Shannon/Jeff to discuss logistics of getting volunteers to prepare the land for planting with Deputy Mayor Wynands.

G. New and Unfinished Business

1. Appointment of New Committee Chair

- Hendrik Pape was elected Committee Chair for the remainder of the Term of Council.

2. Appointment of Committee Vice-Chair

- Rob Whittaker was elected Committee Vice-Chair for the remainder of the Term of Council.

3. Review of the Terms of Reference

- The Committee reviewed the current terms.
- It was decided to change the time of meetings to 1:00pm.
- It was decided to state more clearly that the representative from Council can be elected as the committee Chair.
- **ACTION ITEM #1:** The Clerk's Department to update the Terms of Reference to present to Council.

4. Spring Showcase (*Saturday, April 5 at MERC, set up 9am, open 10-1pm*)

- The survey results from our Maker's Map participants was presented. Out of the 17 makers the survey was sent to, 7 responded. 6 of those were available and interested in participating in the Spring Showcase.
- It was determined that we should be able to fit approximately 20 booths in MERC and that getting a minimum of 15 participants would be the goal to move forward.
- It was decided to open the registration up to those outside of the Township, however preference will be given to Augusta businesses. This is to be stated in the marketing.
- Booths will be free.
- The event will also be used as a membership drive for the Maker's Map website.
- A refundable deposit of \$25 by cheque will be required upon registration. Cheques will be returned during set up on April 5.
- Makers will need to register at the Township office in person with their \$25 cheque at time of registration.
- **PROJECT CHAIR:** Rob Whittaker
- **ACTION ITEM #1:** Shannon to discuss a marketing strategy with Willow, our new Communications Coordinator, to first get makers to register for the event and then to promote the event to the public, including contacting the media.
- **ACTION ITEM #2:** Vikki to prepare a spreadsheet to track registration and cheques.

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- **ACTION ITEM #3:** Judi to provide her list of instructions she use to provide to the makers for when they arrived to set up. Vikki will give copies upon registration.
- **ACTION ITEM #4:** Rob to prepare a slideshow to have on the screen at MERC during the event to promote the Maker's Map website and recruit new members.

5. Community Conversation

- It was decided to have this as a separate event from the Spring Showcase.
- The event will be for new residents (within the last 5 years) and the committee will create questions for them and have them breakaway into groups for discussion.
- Participants will be asked to register to determine if we will have enough turn out to proceed.
- Council will not be in attendance to allow for free conversation.
- The results will then be presented to Council.
- **PROJECT CHAIR:** Pam Robertson
- **ACTION ITEM #1:** Judi will come up with the list of questions.
- **ACTION ITEM #2:** Date of event to be decided. Tuesdays & Thursdays work best for MERC.
- **ACTION ITEM #3:** MERC Hall to be booked.
- **ACTION ITEM #4:** Shannon to ask Willow to come up with a marketing plan and Vikki & Willow will set up the online registration.

6. Guest Speaker (Josiah Brown of The New York Sherpa)

- It was decided to only ask Mr. Brown to present to the committee at this time and we can record the presentation for the rest of Council.
- He will be asked to come for 12pm and the committee will provide lunch.
- **ACTION ITEM #1:** Rob to contact Mr. Brown to get a few dates he is available and then present the dates to the committee for selection.

7. Explore Augusta Map

- Moved by Rob Whittaker and seconded by Darlene Jones to approve Nick Chase as the artist for the Explore Augusta Map.
- A discussion was had on what local places should be featured on the map. A decision was made to keep it to tourist sites and places of interest, and to not include businesses to keep things fair.
- A decision was made to sell 3 ad spots on the made for \$500 each to Augusta businesses to help offset the cost of printing.
- **PROJECT CHAIR:** Rob Whittaker
- **ACTION ITEM #1:** All committee members to send Rob a list of their Top 20 locations they believe should be featured on the map by the end of this week (February 7).
- **ACTION ITEM #2:** Shannon to follow up with Community Futures to see about extending the deadline for the grant until possibly June.

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8. Mayor's Breakfast

- Mark Seymour will be this year's guest speaker.
- Judi has reached out to our dignitaries about attending but hasn't received a response as of yet.
- Judi purchased table centrepieces – tulips.
- Vikki was in touch with a caterer – Catered Affairs – and presented their menu options and pricing. It was decided to proceed with them and to serve Menu #1 – scrambled eggs, ham or bacon or sausages, has brown patties or home fries, coffee/tea and with plates, cutlery and cups.
- **ACTION ITEM #1:** Shannon to purchase 3 \$25 gift cards from local businesses to be gifts for the event.
- **ACTION ITEM #2:** Vikki to confirm date, menu and pricing with caterer.
- **ACTION ITEM #3:** Clerk's Dept. to send email reminding committee of time/date for setting up before the event.
- **ACTION ITEM #4:** Shannon to follow up with Willow on marketing materials for the event and send the poster out to the committee for review and approval.
- **ACTION ITEM #5:** Willow will set up this year's registration form and make active ASAP.

9. Maker's Map

- Discussion was had about the website being marketed looking for makers but never marketed to promote the using of the site.
- **ACTION ITEM #1:** Shannon and Hendrik to discuss creating a marketing campaign for the site with Willow.

H. Roundtable Discussion

Judi presented information regarding youth food insecurity in the area and the initiative she is facilitating to try and create an action plan with the various community groups to tackle this issue collaboratively. She has arranged a second meeting to be held on February 21 at 1pm in the Ruth Evanson Room at Prescott Town Hall. All are invited and welcome to attend.

Hendrik introduced himself, provided his background experience, thanked the committee for their work to date and expressed how he looked forward to working with them going forward.

Pam announced that the Breakfast with the MPP that was supposed to be on February 14th has been postponed as the Provincial government is currently in lame duck. She will let us know when the breakfast has been rescheduled.

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I. **Next Meeting – March 3, 2025 at 1:00pm**

J. **Adjournment**

The meeting adjourned at 3:40 p.m.