

**AUGUSTA TOWNSHIP
ECONOMIC DEVELOPMENT & TOURISM (EDTC)
COMMITTEE MEETING
AGENDA
April 7, 2025 at 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.

REGULAR COMMITTEE – SESSION

- A. Call to Order
- B. Chairman’s Opening Remarks
- C. Approval of Agenda
Recommendation: That the Economic Development & Tourism Committee agenda be approved as presented.
- D. Approval of Minutes of Previous Meeting
 - March 3, 2025
Recommendation: That the Economic Development & Tourism Committee minutes dated March 3, 2025, be approved as presented.
- E. Disclosure of Interest and Nature Thereof
- F. Delegations and/or Correspondence
- G. New and Unfinished Business
 - i. Mayor’s Breakfast – Event Review Discussion
 - ii. Explore Augusta Map – Review of Attractions
 - iii. Maker’s Map – Unveiling
- H. Roundtable Discussion
- I. Adjournment
 - Next Meeting: Mondy May 2, 2025, 1:00 p.m.
Recommendation: That the Economic Development & Tourism Committee meeting be adjourned to Monday May 2, 2025. (Time: _____)

**AUGUSTA TOWNSHIP
MINUTES
ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING
March 3, 2025 at 1:00 p.m.**

PRESENT

Mayor Jeff Shaver, Councillor Hendrik Pape, Chair, Judi Baril, Bill Spencer, Rob Whittaker, Shannon Geraghty CAO, Lindsey Veltkamp, Clerk, and Vikki Werner-Mackeler, Deputy Clerk.

REGRETS

A. Call to Order

Chair Hendrik Pape called the meeting to order at 1:01 p.m.

B. Chair's Opening Remarks

Chair Pape spoke to his attendance at the South Grenville Chamber of Commerce Annual General Meeting held on Monday, March 3, 2025.

C. Approval of Agenda

Motion: Baril, Spencer

That the Economic Development & Tourism Committee agenda be approved as presented.

Carried

D. Approval of the Minutes

Motion: Spencer, Baril

That the Economic Development & Tourism Committee minutes dated February 3rd, 2025, be approved as presented.

Carried

E. Disclosure of Pecuniary Interest – None expressed.

F. Delegations and/or Correspondence - None

G. New and Unfinished Business

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

The Committee discussed the PowerPoint presentation.

Staff to prepare a marketing strategy to distribute to the Committee by the end of the week.

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2. Community Conversation

The Committee discussed holding one session in the evening to discuss with new residents their expectations when they move to the area, and what needs are not being met.

Staff suggested holding the session during Local Government Week in the fall.

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

The Committee discussed deferring the presentation until the fall.

4. Explore Augusta Map

The Committee discussed providing Nick Chase with a deposit for the artwork for the artist for the Explore Augusta Map, capturing attractions to focus on, circulating a draft to the Mayor for review, and locations to place the maps once they are produced.

5. Mayor's Breakfast

Judi Baril provided the Committee with a draft agenda for the event. The Committee discussed placing a member of Council and Committee at each table, current registrations, and a request from a local producer to provide a beverage for each attendee.

6. Maker's Map

Chair Pape and Rob Whittaker are to meet with staff to discuss the Makers Map and advertising on social media. This meeting is scheduled for Monday, March 17th.

7. Community Garden

The Committee discussed the potential location for the community garden, the creation of a survey to gauge interest from residents, and the municipalities involvement.

JD Van Allen spoke to the Committee about his experience with community orchards, current projects, and goals.

The Committee discussed the process for bringing the request before Council.

H. Roundtable Discussion

Judi Baril spoke to her attendance at the second Youth Hunger meeting and concerns regarding food insecurities during March Break.

Mayor Shaver spoke to the use of Connect Augusta for surveys.

Shannon Geraghty, CAO, provided an overview of Connect Augusta function on the municipal site, and spoke to a recent delegation to Council from Jane Hess regarding Every Kid in our Community Leeds & Grenville and the intent to re-establish a youth advisory committee.

The Committee discussed the benefits of youth input and suggested the creation of a South Grenville youth advisory committee.

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Chair Pape spoke to meeting attendance and requested that members provide notice to staff or himself if they are unable to attend meetings.

The Committee discussed circulating a media release following the Mayor's Breakfast event and the attendance of media.

I. Next Meeting – April 7, 2025, at 1:00pm

J. Adjournment

Motion: Whittaker, Baril

The meeting adjourned at 2:23 p.m.

Carried