

**AUGUSTA TOWNSHIP
ECONOMIC DEVELOPMENT & TOURISM (EDTAC)
COMMITTEE MEETING
AGENDA
May 5, 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
 - April 7, 2025
Recommendation: That the Economic Development & Tourism Committee minutes dated April 7, 2025, be approved as presented.
- E. Disclosure of Interest and Nature Thereof
- F. Delegations and/or Correspondence
- G. New and Unfinished Business
 - i. Augusta Map – Update
 - ii. Community Garden – Funding Opportunity
 - iii. Community Conversation
 - iv. Mid-Summer Market/Showcase
- H. Roundtable Discussion
 - i. Maker’s Map
- I. Task Assignments
- J. Adjournment
 - Next Meeting: Monday, June 2, 2025, 1:00 p.m.
Recommendation: That the Economic Development & Tourism Committee meeting be adjourned to Monday June 2, 2025. (Time: _____)

**AUGUSTA TOWNSHIP
MINUTES
ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING
April 7, 2025 at 1:00 p.m.**

PRESENT

Councillor Hendrik Pape, Chair, Judi Baril, Rob Whittaker, Pamela Robertson, Kris Vdovich, Shannon Geraghty CAO, Lindsey Veltkamp, Clerk, and Willow Anderson, Communications and Camp Coordinator.

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 the success of the Mayor's Breakfast and thanked Committee members for their hard work.

C. Approval of Agenda

Motion: Baril, Spencer

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

Carried

The agenda was amended to add Item iv – Rules for Community Garden – Discussion.

D. Approval of the Minutes

Motion: Whittaker, Vdovich

That the Economic Development & Tourism Committee minutes dated March 10th, 2025, be approved as presented.

Carried

E. Disclosure of Pecuniary Interest – None expressed.

F. Delegations and/or Correspondence - None

G. New and Unfinished Business

i. Mayor's Breakfast

Chair Pape spoke to the event.

Discussion was held regarding the consideration of a larger location, the benefits of the current location, and the positive feedback received regarding the catering.

Further discussion was held regarding the current ticket pricing.

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Motion: Vdovich, Robertson

That the Economic Development and Tourism Committee approve the increase of the ticket cost for the Mayor's Breakfast event to \$25.00

Carried

ii. Maker's Map

Rob Whittaker spoke to the changes to the Maker's Map and the intent of the page.

Willow Anderson, Communications and Camp Coordinator, provided the Committee with a visual of the update, the Instagram page, and walked through a brief how-to tutorial.

Discussion was held regarding access to the account, the ease for Marker's to add content, and the potential to remove the Maker's Map page from the Township's website.

Further discussion was held regarding garnering uptake from Maker's, advertising the Instagram page, and contacting current Maker's.

iii. Explore Augusta Map

The Committee reviewed a listing of potential properties, businesses, and attractions to include on the Explore Augusta Map. They considered which attractions would be illustrations versus icons and which would appear on the map.

Willow Anderson left the meeting at 2:17 p.m.

The Committee tentatively selected the following attractions for the map:

- Blue Church
- Maitland Towers
- Maison Maitland
- Garden of Hope
- Van Berlo Gardens
- Limerick Forest
- Homewood Museum
- TransCanada Biking Trail
- Grenville Fish & Game Club
- Rothesay Dive Site
- Maynard Pickleball Courts
- Maitland Trails
- Maitland Lookout
- Grenville Snowmobile Club
- Municipal Parks
- Antique Wheels in Motion
- Wheels a Churning

The Committee discussed sponsorship and including businesses on the Map.

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Shannon Geraghty, CAO, stated the tentative listing would be sent out to the Committee for review.

iv. Rules for Community Gardens

Judi Baril spoke to the rules she received from St. John the Evangelist Anglican Church in Prescott used to run their community gardens, which will be sent to the Committee. Ms. Baril spoke to the Anglican Church's operations.

Discussion was held regarding the use of herbicides, the timing for the project, and involving students at South Grenville District High School in the project.

Further discussion was held regarding gathering interest and public feedback on the project.

Kris Vdovich left the meeting at 2:41 p.m. and returned at 2:44 p.m.

H. Roundtable Discussion

Rob Whittaker spoke to the greenhouse development and night sky.

Shannon Geraghty, CAO, spoke to the timeline for printing the Explore Augusta Map as provided by the printing company.

Pamela Robertson spoke to adding Community Conversation to the EDTAC agenda for May.

Kris Vdovich spoke to bringing a fair or show to Augusta Township. He also spoke to the tax increase.

I. Next Meeting – May 5, 2025, at 1:00pm

J. Adjournment

Motion: Baril, Vdovich

The meeting adjourned at 3:16 p.m.

Carried