

**AUGUSTA TOWNSHIP  
MINUTES  
ECONOMIC DEVELOPMENT & TOURISM COMMITTEE MEETING  
May 5, 2025 at 1:00 p.m.**

**PRESENT**

Councillor Hendrik Pape, Chair, Judi Baril, Rob Whittaker, Pamela Robertson, Kris Vdovich, Bill Spencer, Darlene Jones, 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 1:02 p.m.

**B. Chair's Opening Remarks**

Chair Pape spoke to the LG Trade Show and discussions with makers present.

**C. Approval of Agenda**

Motion: Spencer, Vdovich

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

Carried

Darlene Jones joined the meeting at 1:09 p.m.

**D. Approval of the Minutes**

Motion: Baril, Whittaker

**THAT** the Economic Development & Tourism Committee minutes dated April 7, 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. Augusta Map – Update**

Rob Whittaker spoke to the sample illustrations provided. A copy of the illustrations are held on file. Mr. Whittaker spoke to the next steps for the illustrations.

The Committee discussed bringing a draft version of the map to the Committee for review and the timelines associated.

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### **ii. Community Garden – Funding Opportunity**

Willow Anderson, Communications and Camp Coordinator spoke to the community garden project and the Futures Grant offered through Community Futures Grenville.

Shannon Geraghty, CAO, spoke to the expected final completion of the project and the funding application.

The Committee discussed the use of raised beds and the application deadline.

Motion: Vdovich, Jones

**THAT** the Economic Development & Tourism Committee recommend to Council the submission of an application to the Futures Grant through Community Futures Grenville for a community garden project.

Carried

### **iii. Community Conversation**

Pamela Robertson spoke to past discussions regarding the Community Conversation event. She provided a background on the purpose of the event, timing, and the targeted demographic.

Discussion was held regarding opening up the event to all residents, utilizing a moderator, draft questions already created, and potentially holding the event during Local Government Week, in October.

Further discussion was held regarding open doors versus preregistration with invitations sent out.

The Committee discussed the role of Council with the intent that the event would be used to gather information that would be presented to Council on behalf of the Economic Development Committee.

### **iv. Mid-Summer Market/Showcase**

Chair Pape spoke to the concept of holding a mid-summer market/showcase event at MERC Hall. He provided potential dates for the event including the pickleball tournament held in July.

Discussion was held regarding potential parking concerns, the use of the outdoor rink and soccer fields, and reaching out to the chair of the Maynard Recreation Committee.

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## H. Roundtable Discussion

### i. Maker's Map

Rob Whittaker spoke to the article in the South Grenville Beacon highlighting the Makers Map and discussed options for promotion.

Discussion was held regarding the creation of a how-to video for collaborating, potential ways to grow the page's following, and setting a benchmark to measure growth.

Bill Spencer left the meeting at 2:16 p.m.

### ii. Recording Meetings

Chair Pape spoke to the benefits of recording the EDTAC meetings to share on the Township's YouTube channel.

Discussion was held regarding the committee's mission statement, the role of the committee, and bringing the terms of reference to the next meeting.

Further discussion was held regarding the Township's branding, the use of the quarterly, and marketing potential.

Rob Whittaker spoke to his attendance at a recent Poverty Round Table session.

Kris Vdovich spoke to his interest in hosting a fair/bbq over the summer.

## I. Task Assignments

The Committee discussed the timelines for the Explore Augusta Map, the development of the Press Release for the Community Conversation, and communication with the Chair of the Maynard Recreation Committee for a Mid-Summer Market.

## J. Next Meeting – June 2, 2025, at 1:00pm

## K. Adjournment

Motion: Vdovich, Jones

**THAT** the meeting adjourned at 2:50 p.m.

Carried