

**AUGUSTA TOWNSHIP
ECONOMIC DEVELOPMENT & TOURISM (EDTAC)
COMMITTEE MEETING
AGENDA
June 2, 2025 at 1:00 P.M.**

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
 - May 5, 2025
Recommendation: That the Economic Development & Tourism Committee minutes dated May 5, 2025, be approved as presented.
- E. Disclosure of Interest and Nature Thereof
- F. Delegations and/or Correspondence
- G. New and Unfinished Business
 - i. EDTAC – Terms of Reference Review
 - ii. Community Awards
 - iii. Mid-Summer Market/Showcase
- H. Roundtable Discussion
- I. Take Aways
- J. Adjournment
 - Next Meeting: Tuesday, September 2, 2025, 1:00 p.m.
Recommendation: That the Economic Development & Tourism Committee meeting be adjourned to Tuesday, September 2, 2025. (Time: _____)

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
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.

H. Roundtable Discussion

a. Maker's Map

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

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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.

b. 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

The meeting adjourned at 2:50 p.m.

Carried

**AUGUSTA TOWNSHIP
ECONOMIC DEVELOPMENT AND TOURISM ADVISORY COMMITTEE
(EDTAC)
TERMS OF REFERENCE**

PURPOSE

The Economic Development and Tourism Advisory Committee (EDTAC) is a committee of Council established to advise Council on matters associated with generating and sustaining employment and business investment in the Township of Augusta while supporting the overall objectives of the Economic Development Department and the Strategic actions approved by Council.

MANDATE

The committee will:

- Advise Council on related matters and help to implement and advise on approved actions
- Develop unified vision with goal setting/action items for endorsement by Council
- Report annually to Council at minimum
- Liaise with existing businesses and facilitate the development of new enterprises through the support and provision of opportunities for new economic growth
- Seek out and identify opportunities to help the Township achieve economic sustainability as set out in Council approved strategic actions.
- Respect the confidentiality of information shared with the members and shall not disclose to anyone outside of the Township, either during their tenure or any time thereafter, any confidential information relating to the Committee's business. A Non-Disclosure Agreement may be required at the outset of a member's appointment.

VALUES

The Committee will:

- Function as a collective partnership
- Link to opportunities in the regional area
- Positively and constructively offer and build on ideas to take action within the boundaries of strategic direction.
- Demonstrate willingness to work with local businesses, business groups and associations in the Township and region. e.g., St. Lawrence Corridor Economic Development Commission (SLCEDC), United Counties of Leeds and Grenville Economic Development Department, Bio-industrial Innovation Canada (BIC)

BUDGET

The operational budget shall be prepared and managed by the Economic Development Officer in consultation with EDTAC and CAO for approval by Council as part of the budget procedure.

Recommendations adopted by Council will be incorporated into the operational or capital budget in the appropriate area recommended by the Treasurer and approved by Council. Council may consult with EDTAC prior to modifying any such approved budget

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items. The Economic Development Officer may spend within the approved budget without seeking further approval from Council.

ORGANIZATION

Governance

- The committee shall be governed by applicable law including the Township's Procedural By-Law, the Municipal Conflict of Interest Act, The Municipal Freedom of Information and Protection of Privacy Act. (A brief orientation will be provided by the Clerk's department at the start of each term.)
- The Chairperson shall be appointed from the membership.
- The Vice Chairperson shall be appointed to act in the Chair's absence.
- The Clerk's Department will be the secretariat.
- Staff liaison will be the Economic Development Officer, or designate. Other staff as appropriate will be invited on an as required topical basis and their attendance will be based on availability.
- Recommendations to Council shall be in writing via motion and prepared in advance with a supported report from the Economic Development Officer.
- Items to be included on the agenda shall be submitted to the Clerk's office by the Wednesday prior to the meeting with any supporting/background material. The items of business to be included on the agenda shall be developed under the direction of the Chief Administrative Officer, the Clerk, and/or the Committee Chair.
- Agendas will be distributed at minimum 48 hours prior to the meeting.
- Quorum required for meetings.

Membership and Appointment

Council will appoint members to the Committee at the beginning of their term. The EDTAC will be composed of 5 to a maximum of 7 residents, taxpayers, or business owners in the Township (except staff liaison) and may include members of Council.

Meeting Schedule

Meetings shall be held on the first Monday of the month at 1:30 pm with the exception of July, August and December unless otherwise decided upon by the committee.

Meetings will be held in the Council Chambers, Township of Augusta Municipal Offices, 3560 County Road 26, Maynard, ON.

Established meeting dates and times will not be changed unless circumstances warrant special consideration. The Committee will be provided with the annual meeting schedule at the beginning of each year. Meetings may be cancelled at the call of the Chair.

Approved meeting minutes are circulated to Council for review.

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Remuneration

Efforts will be acknowledged at a volunteer event.

Duties and Responsibilities

Committee Chair

The Chair shall preside at all meetings and exercises authority and performs duties as required, provide guidance and leadership to the committee in the completion of its mandate; and ensure that decorum is maintained at each meeting and that rules of procedure and conduct are observed.

Vice Chair

The Vice-Chair acts in the Chair's absence and assumes the roles and responsibilities of the Chair.

Council Representatives

The Council Representatives are participating voting members of the Committee

- The Mayor may attend and participate in Committee meetings as ex officio and shall have voting rights and count as quorum in accordance with the Township Procedure By-Law.

All Members

Committee members shall contribute time, knowledge, skill and expertise to the fulfillment of the Committee's mandate; research issues relevant to their Committee's mandate as required. Should any Member of a Committee fail to attend three successive regular meetings without being authorized to do so by a resolution of the Committee, the Committee should recommend to Council they declare the committee seat vacant and Council may appoint another Member in the member's place.

Working Groups

The Committee may establish working groups of EDTAC for a particular purpose/mandate that are resolved upon the completion of the matter. Working Group Chairs must be an EDTAC Committee member. The EDTAC chairperson will be an ex-officio member of all working groups. As a working group, formal agendas, minutes, or staff support are not required.

CODE OF CONDUCT

The Township is committed to providing and maintaining a working environment that is based on respect for the dignity and rights of everyone in the organization. It is the Township's goal to provide a healthy and safe work environment that is free from any form of harassment or violence. All members and employees will refrain from personal harassment and conflict behavior, including offensive remarks or other actions that create intimidating, hostile or humiliating working conditions as per the Township's Respect in the Workplace Policy.

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TERM

The term of the Committee shall run until the last day of January following the most current election.