



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

July 23rd, 2025

The meeting of the METC was held on Wednesday, July 23rd, 2025, 9:00 am at the Magnetawan Community with the following present:

Rachel Sullivan (Chair)
Angela Ramsay (Vice Chair)
Rob Ross
Dave Antle
Francine Yolkowskie
Brenda Fraser
Joan Lewis
Erica Kellogg (Secretary)

Regrets

Ken Mihan

OPENING BUSINESS

1.1 Call to Order Meeting was called to order by the Chair at 9:00 am.

1.2 Adoption of the Agenda

RESOLUTION 2025-30 Fraser - Yolkowskie

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as presented.

Carried

1.3 Adoption of Previous Minutes

RESOLUTION 2025-31 Fraser - Yolkowskie

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the June 11th, 2025, meeting as presented.

Carried.

DISCUSSION ITEMS

2.1 AHCC - Magazine Launch - Verbal Update

The Committee was informed that the 2025/2026 Almaguin Highlands Chamber of Commerce magazine launch party was attended by Member Ross, Chair Sullivan and the Secretary. Magazines were delivered by the Secretary to various Magnetawan locations, businesses, and the Municipal Office has stock should anyone like additional copies. During the launch party, AHCC discussed future FedNor funded business training events which will be of interest to METC and Magnetawan Businesses.

2.2 METC Future Meetings - Forecasted Dates

The Committee discussed future meeting dates. Consensus was that a meeting in August is not required, the next meeting will be held September 8th.

2.3 Draft Survey - Dave, Rob and Angela

The Committee received with thanks the draft survey and discussed at length questions to pose, the target audience along with the channels for distribution. The Committee seeks to create a hard and soft copy of the survey which will be circulated to businesses, available online, and Members will participate in the Magnetawan Farmers Market to further the audience.

Direction was given to the Secretary to establish a Survey Monkey subscription or one-off survey if possible. Member Ross will modify the draft survey based on initial feedback, the Secretary will circulate the modified survey to Municipal Staff for testing prior to going public with the survey.

2.4 Website - Short-term Measures - Ken and Rachel Verbal Update

Chair Sullivan gave an overview of the discussion between herself and Member Mihan. The website is Municipally managed and maintained. The Committee agreed that the Municipality will provide direction and insight regarding modifications to the existing Municipal website.

2.5 Workplan - Path Moving Forward - Verbal Discussion

The Chair discussed with Members the benefit of an identified workplan. The workplan will be discussed at the September with a goal to streamline the Committees focus and next steps.

The Secretary informed the Committee that the newly installed brochure holder containing Visitor Information is at capacity and a resolution to support a second brochure holder was approved by Members.

The Secretary also suggested the Committee approve the purchase of METC t-shirts. Having a unified appearance when attending and hosting events will further support community engagement. The Committee as a whole supported by resolution the purchase of METC t-shirts.

RESOLUTION 2025-32 Ramsay - Ross

WHEREAS *The Municipality of Magnetawan Economic Tourism Committee (METC) has hosted and participated in events and/or activities within the Almaguin Highlands and Magnetawan;*

WHEREAS *Members of the METC wish to further community engagement while being identifiable as Members of a Municipally appointed Committee;*

NOW THEREFORE BE IT RESOLVED THAT *the Magnetawan Economic Tourism Committee approves the purchase of Magnetawan Economic Tourism Committee t-shirts at a cost of \$300 excluding tax to support further community engagement events.*

Carried

RESOLUTION 2025-33 Ramsay - Ross

WHEREAS the Magnetawan Economic Tourism Committee approved the purchase and installation of a brochure holder in the Magnetawan Heritage Museum to facilitate promotion of Magnetawan businesses, licenced Commercial and Short-term Accommodation properties and Magnetawan activities;

NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves the purchase of a second brochure holder to be placed within the Magnetawan Heritage Museum to further promote Magnetawan businesses, licenced Commercial and Short-term Accommodation properties and Magnetawan activities.

Carried

ADJOURNMENT

3.1 Adjournment

RESOLUTION 2025-34 Yolkowskie - Antle

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 10:53 am, to meet again September 8th, at 9:00am.

Carried.

Approved by:

Chair Rachel Sullivan

Secretary Erica Kellogg