



**Magnetawan Economic Tourism Committee (METC)
Meeting Minutes
September 8th, 2025**

The meeting of the METC was held on Monday, September 8th, 2025, 9:00 am at the Ahmic Harbour Community Centre with the following present:

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

Regrets

Dave Antle

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 2025-35 Ross - Lewis

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

Carried

1.3 Adoption of Previous Minutes

RESOLUTION 2025-36 Mihan - Fraser

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the July 23rd, 2025, meeting as presented.
Carried.

DISCUSSION ITEMS

2.1 METC Survey – general discussion on feedback to date, additional promotions, end date

The Committee discussed the METC 2025 Survey and results to date. The Committee decided the survey will continue to be active, collecting responses from visitors over the course of the winter. The survey will be recirculated to accommodation providers so that additional responses from visitors can be collected since the majority of responses were from residents.

Member Ross circulated to the Committee METC Consumer Research – Analysis Plan. Discussion ensued regarding the collating of individual data from the survey, in hopes that visitor specific responses can be separated from residents’ responses.

2.2 Work plan – path moving forward – verbal discussion of potential projects/timelines including:

- **Explorers’ Edge – way finding signage funding**
- **Communication strategy – web presence – tag line**
- **Community Engagement**
- **Public Forum**
- **Review of Focus Group Input**
- **Engaging with accommodation providers – visitors**
- **Shop Local Campaign**
- **Falls/Winter Decorations**

Explorers’ Edge – way finding signage funding

The Secretary informed the Committee that through a successful funding application with Explorers’ Edge, a Way Finding Signage project will commence. The hope is that the MTO will issue a permit for the placement of the signage at the four corners of Sparks Street and Highway 520. Signage indicators may include, Magnetawan Locks, Heritage Museum, Centennial Beach and the Lions Pavilion.

Additionally, funding will support the creation of an informational board outside the Magnetawan Anglican Church which was painted by the Group of Seven painter AJ Casson. Municipal Staff will be moving forward with this project.

Communication strategy – web presence – tag line

The Committee discussed how best to supply information to visitors on current events and activities within the Municipality. Member Ramsay will connect with a colleague who does web design to have an external audit done of the Municipal website to learn how a ‘visitor’ views the website and how accessible information is to the audience.

Community Engagement

The Committee agreed that more engagement is needed with community groups. The Committee will arrange direct engagement with service clubs and organizations. A goal will be to learn what common community assets are needed to further existing and future events/ activities.

Public Forum

The 2025 Public Forum was discussed and a target date of one year from the initial forum was earmarked for a follow up presentation to showcase year to date efforts by the Committee

Review of Focus Group Input

No action at this time will be taken regarding the Focus Group Input.

Engaging with accommodation providers – visitors

The Committee would like to host an engagement event with accommodation providers, including licenced Short-term Accommodation providers, in Magnetawan. This event will assist further the understanding of visitor trends and will support the development of a “Visitor Package” that the Committee would like to put together. The Secretary will poll accommodation providers with three possible meeting dates to see if their availability will support the event.

Shop Local Campaign

The Shop Local event that the METC supported in 2024 was discussed. Members would be reaching out to ACED to inquire if the event will be taking place for 2025 and to ensure the Committee can participate again since it was such a success for Magnetawan the previous year.

Falls/Winter Decorations

The Secretary informed the Committee of the fall decorating that was done the previous year. Work is underway to decorate the Municipality for 2025 and volunteers are needed. Member Fraser will reach out to the Chair of the Horticultural Society to ask for additional support.

The Committee discussed additional future workplan ideas. The Committee would like to have internal information meetings with Municipal Staff and Library Staff, just to learn more about programs, challenges and opportunities.

The Committee also talked about additional brochure racks being available year-round. Currently the brochure rack in the Heritage Museum is only available during Museum operating hours. Member Lewis will be looking into possible additional locations where information can be obtained year round.

The Committee also agreed to the purchase of five Magnetawan branded umbrellas that can further support visitors in the area.

ADJOURNMENT

3.1 Adjournment

RESOLUTION 2025-37 Ramsay - Yolkowskie

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 1:15 pm, to meet again November 12th, at 9:00am.

Carried.

Approved by:

Chair Rachel Sullivan

Secretary Erica Kellogg