



**Magnetawan Economic Tourism Committee (METC)
Meeting Minutes, January 12th, 2026**

The meeting of the METC was held on Monday, January 12th, 2026, 10:00 am with the following present:

Rachel Sullivan (Chair)
Angela Ramsay (Vice Chair)
Dave Antle
Bill Bishop
Brenda Fraser
Rob Ross (electronic participation)
Francine Yolkowskie
Erica Kellogg (Secretary)

Regrets

Joan Lewis

OPENING BUSINESS

1.1 Call to Order Meeting was called to order by the Chair at 10:00 am.

1.2 Adoption of the Agenda

RESOLUTION 2026-01 Antle - Fraser

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

Carried.

1.3 Adoption of the Previous Minutes December 8th, 2025

RESOLUTION 2025-02 Fraser - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the December 8th, 2025 meetings as presented.

Carried.

1.4 Nominations and Election of Chair and Vice Chair Positions

RESOLUTION 2025-03 Ramsay - Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee appoints the below persons for up to a one-year term, with potential of re-appointment Rachel Sullivan and Chair and Angela Ramsay as Vice Chair.

Carried.

DISCUSSION ITEMS

2.1 Presentation to Council on Tag Line and Graphics – Verbal Update

The Chair and Member Ross discussed with the Committee two tag lines and complementary visual graphics. The Committee heard rational behind two options. The Committee thanked the working group for their efforts along with Kurt Hagan and Les Soos for stepping forward and assisting the Committee with the project. The Committee discussed and affirmed the Chair Sullivan and Member Ross should request an opportunity to present to Council the tag lines and complementary visual graphics at a future meeting.

2.2 Website and Business Directly Update and Next Steps

The Chair updated Members regarding the suggested revisions to the Municipal website. METC Members and Staff have been working with the Municipal IT provider to make improvements such as adding directional mapping to the business directory and labelling the directory as a *Community Directory* which would include places to visit. The Chair commented that the next step will be to approach business regarding their existing directory to have a more fulsome description while also approaching businesses not listed on the current directory to increase awareness for services in Magnetawan.

2.3 Draft FAQ for Visitors

Member Ramsay discussed initial work done to identify the Frequently Ask Questions by visitors. A list is being worked on by the Member and will be shared with METC as a future meeting.

2.4 Survey Summary Update

The Committee discussed survey results presented at the meeting. With 414 responses the Committee directed the Secretary to close the survey.

2.5 Stakeholder Engagement – Accommodation Provider Outreach and Forum Planning

The Committee directed the Secretary to send a follow up email to accommodation providers who did not respond to an email sent late 2025. The email was sent by the Secretary on behalf of Member Ross wherein the Committee looked for information on the number of beds offered at each business and how the accommodation businesses advertise among other things. Information gathered will assist the Committee in learning more about our accommodation providers and the number of beds offered in Magnetawan.

The Committee has felt that a public forum is important to ensure accountability and transparency to the public. The Committee would like to report back to the community of work completed to date as well as future work plans. Member Fraser and the Chair will work together and bring to a future meeting ideas on how best to host the future public forum.

2.6 Wrap up Almaguin – Unofficial Results

The Committee received the unofficial results from the incentive program.

2.7 Tourism Influencer – possible engagement

The Committee discussed and determined that engaging a social media influencer although beneficial, is premature.

2.8 2026 Meeting Dates

The Committee discussed 2026 meeting conflicts and decided to leave meeting dates as is while acknowledging rescheduling or cancelling of dates may be needed.

ADJOURNMENT

5.1 Adjournment

RESOLUTION 2026-04 Bishop - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:04 pm, to meet again February 9th, 2026 at 10:00am.

Carried.

Approved by:


Chair Rachel Sullivan


Secretary Erica Kellogg