



**Magnetawan Economic Tourism Committee (METC)
Meeting Minutes
January 16th, 2025**

The meeting of the METC was held on Wednesday, January 16th, 2025, 10:00am at the Ahmic Harbour Community Centre with the following present:

Rachel Sullivan (Chair)
Angela Ramsay (Vice Chair)
Joan Lewis
Rob Ross (Electronic Participation)
Erica Kellogg (Secretary)

OPENING BUSINESS

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

1.2 2025 Appointment of Chair and Vice Chair

RESOLUTION 2025-01 – Lewis - Ramsey

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 as Chair, and
Angela Ramsey as Vice Chair.*

Carried

1.3 Adoption of the Agenda

RESOLUTION 2025-02 Lewis – Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as amended to include the appointment of Chair and Vice Chair, discussion on Wrap Up Almaguin unofficial statistics and the Almaguin Tourism Forum.

Carried.

1.4 Adoption of Previous Minutes

RESOLUTION 2025-03 Lewis - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the November 27th, 2024 meeting as presented.

Carried.

ITEMS BROUGHT FORWARD

2.1 Social Media Policy – Municipality of Magnetawan

Discussion regarding the potential creation of a new Social Media presence vs. utilizing the exiting Municipality of Magnetawan's Social Media platforms for Committee purposes took place. The

Committee confirmed that at this time a presence may be premature. The Committee would like the Secretary to research social media policies and bring the findings to the next meeting.

2.2 Draft Recruitment Package

The Committee discussed and reviewed the draft package. Member Lewis will make revisions to bring the draft recruitment call out with the rubric presented and will provide an update at the next meeting. Members agree that final Recruitment package can be released on social media prior to the focus groups with a target return date for letters of interest mid March or early April for Council to review.

DISCUSSION ITEMS

3.1 Wrap Up Almaguin – debrief and unofficial statistics

A fulsome discussion regarding the Wrap Up Almaguin incentive took place. Members were pleased with the unofficial statistics. The Members committed to creating a thank you post and personalize thank you cards for each participating business. Chair Sullivan will create a general message that can be included in the personalized thank you cards once ACED releases the official results of Wrap Up Almaguin.

3.2 ACED Brand Alignment and Regional Signage Plan

Information was shared with the Committee about the Regional Signage project proposed by ACED. Magnetawan will not at this time be participating. The Committee is looking to affirm priorities while being financially responsible with the proposed 2025 budget.

3.3 Almaguin Tourism Forum – ACED

Member Lewis will attend the Tourism Forum being held January 22nd at the Katrine Community Centre, hosted by ACED.

3.4 Focus Groups – Planning Events

The Committee determined the next meeting will singularly focus on planning the focus groups. Members discussed gathering examples of tourism information to be utilized in a 'wall papering' exercise for the focus groups. In addition to the stakeholder engagement, discussion around a public 'open house' took place. The Committee feels in addition to various stakeholders, the public should have an opportunity to contribute to METC's priorities.

ADJOURNMENT

5.1 Adjournment

RESOLUTION 2025-05 Lewis - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns this meeting at 11:55am to meet again on February 4th, 2025 at 1:00pm or at the call of the Chair.

Carried.

Approved by:


Chair, Rachel Sullivan


Secretary, Erica Kellogg