



**Municipality of  
Magnetawan**

**Magnetawan Economic Tourism Committee (METC)**

**Meeting Minutes**

**Wednesday February 18, 2026**

**1:00 PM**

**Magnetawan Community Centre  
4304 Highway 520, Magnetawan**

**Committee members in attendance:**

Chair Rachel Sullivan

Dave Antle

Bill Bishop

Joan Lewis

Rob Ross (electronic participation)

Francine Yolkowskie

**Regrets:**

Vice Chair Angela Ramsay (Vice Chair)

Brenda Fraser

**Staff members in attendance:**

Deputy Clerk Laura Brandt (Secretary)

**OPENING BUSINESS**

**1.1 Call to order**

The meeting was called to order

**1.2 Appointment of Secretary - Laura Brandt, Deputy Clerk - Recreation and Communication**

*RESOLUTION 2026-05 Bishop-Lewis*

*BE IT RESOLVED THE Magnetawan Economic Tourism Committee welcomes Laura Brandt, Deputy Clerk Recreation and Communication as Secretary for the Committee moving forward*

*AND FURTHER the Magnetawan Economic Tourism Committee thanks Erica Kellogg Deputy Clerk Planning and Development for her efforts as the Secretary since its inception of the Committee in 2024*

*Carried.*

**1.3 Adoption of the Agenda**

*RESOLUTION 2026-06 Lewis-Bishop*

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

*Carried.*

#### 1.4 **Disclosure of Pecuniary Interest**

Chair Rachel Sullivan stated that should anyone have a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

#### 1.5 **Adoption of Previous Minutes**

*RESOLUTION 2026-07 Bishop-Yolkowskie*

*BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the January 12, 2026, meeting as presented.*

*Carried.*

### **DISCUSSION ITEMS**

#### 2.1 **Discussion Mandate**

The Chair discussed with the Committee the mandate and how the Committee could be viewed as a Destination Marketing Organization (DMO) as the Committee focus is on industry promotion and support. The Chair explained that there are DMO's across the Province for example Explorer's Edge which would be considered a regional DMO. Within the coverage area of a regional DMO there are smaller DMO's for instance the METC and the Municipality. The Committee discussed the role of the Committee and Municipal Staff. The Committee is a working group focused on promoting and supporting the local tourism industry and does not direct Municipal Staff. The Chair noted that Municipal Staff create or maintain a lot of the tourism product in the community (e.g. Leekfest; parks) and this work should be viewed in the same way as others who create or maintain tourism products (e.g. accommodations providers, the Agricultural Society, etc.). The Committee does not oversee this work but rather aims to support / promote these ongoing efforts. The Committee was in agreement.

#### 2.2 **Annual Forum - Tentative Date April 11, 2026**

The Chair discussed with the Committee the updated Forum work plan that was included in the Agenda Package. The Committee discussed how the agenda for the day could be planned to include workshops and speakers. The Committee would like to engage with as many businesses as possible including STA operators. The Chair discussed with the Committee the budget for this event and it was agreed that a budget of \$5,000 for thank you gifts, speakers, catering and any other materials and supplies needed for the event.

#### 2.3 **Tag Line Graphic Presentation to Council - Update and Next Steps**

Committee Member Ross updated the Committee that the tagline logo will be done at the end of the month. Committee Member Rob Ross updated the Committee that they are currently working with the tagline being legible inside the graphic. Committee Member Bishop asked if the "wan" could be a different colour? or if it could be made to stand out more so those who see it understand the concept. The Committee discussed having the graphic and tagline copyrighted. The Secretary advised the Committee that Staff copyrighted the Leekfest logo and that it was a very simple inexpensive process. Committee Member Rob Ross conduct some research regarding possible merchandising options. The Committee discussed including an

interactive component to this update planned as part of the April 11th forum and to accommodate the additional time needed, focus will be on securing one industry speaker. The Chair to regroup with Committee Member Fraser to modify the event planning accordingly.

#### **2.4 Website - Update**

The Secretary advised the Committee that the requested changes to the Municipal Website would have a cost of \$15,000 to \$20,000 as the Municipal Website would have to be migrated to a new platform to achieve them. The Chair asked the Secretary to meet with Committee Members Lewis and Yolkowskie about moving forward with changes that can be completed in house and without great cost.

#### **2.5 Frequently Asked Questions - Update**

The Chair deferred until the next meeting.

#### **2.6 Additional Outreach to Accommodation Providers' Responses**

The Committee received the results from the additional call out which garnished three responses.

The Secretary advised the Committee that Staff have updated the website business directory to include the new Owners of Quiet Bay. Staff have welcomed them to the Municipality.

#### **2.7 Survey Analysis**

The Committee discussed analyzing the data more in depth. There are now over 400 responses. Committee Members Ross and Antle will look at a more in-depth analysis of the data that could be presented at the forum in April.

#### **2.8 Expression of Interest Powassan Maple Syrup Festival Northern Sweet Spots Tourist Showcase Saturday April 25, 2026**

The Committee discussed attending the event. Committee Member Joan Lewis could attend with Staff's help if available as no other Committee Members are able to attend. The Secretary will submit the EOI and advise the Committee if we are selected. Rotating slide shows and municipal pamphlets could be handed out at the event table.

#### **2.9 METC Booth for Magnetawan Leekfest Saturday May 9, 2026**

The Secretary asked the Committee if they would like to have a vendor booth at the 2<sup>nd</sup> Annual Leekfest. The Committee discussed not having a static booth and instead walking around the event as tourism ambassadors with Magnetawan of a kind shirts.

### **FOR INFORMATION**

#### **3.1 Wrap Up Almaguin - Official Results**

#### **3.2 Almaguin News Article - "Magnetawan: One-of-a-Kind Aims to Pull in More Tourists" - Sarah Cooke**

#### **3.3 Almaguin Highlands Chamber of Commerce February 2026 Newsletter**

- 3.4 Almaguin Highlands Chamber of Commerce Business Networking Event Thursday February 19, 2026
- 3.5 Destination Ontario, Destination Digest Ontario Recognized in China
- 3.6 Destination Ontario Cross-Border Travel Insights
- 3.7 Explorer's Edge 2026/27 Partnership Program
- 3.8 The Heart of Almaguin - Destination Ontario Presentation by Deputy Clerk Laura Brandt
- 3.9 Report from Deputy Clerk Laura Brandt, Year End Report
- 3.10 Report from Deputy Clerk Laura Brandt, 4th Quarter Report
- 3.11 Outcome of New Years Eve Gala - Deputy Clerk Recreation and Communication Laura Brandt
- 3.12 Report from Deputy Clerk Laura Brandt, Outcome of Dinner and a Drive-In Movie Event
- 3.12 Report from Deputy Clerk, Laura Brandt, Revitalization of Croft Recreational Park
- 3.13 Report from Deputy Clerk, Laura Brandt, Skate/Walk Trail Splash Pad Project
- 3.14 Report from Deputy Clerk, Laura Brandt, 2025 Annual Magnetawan Leekfest
- 3.15 List of Annual Events, Recreational Programming and Initiatives

**ADJOURNMENT**

**4.1 Confirm the Proceedings of Committee and Adjourn**

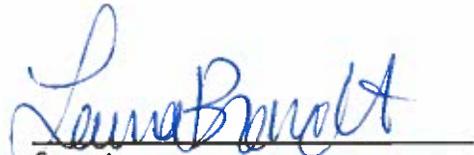
*RESOLUTION 2026-08 Yolkowskie -Bishop*

*BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 2:50 pm. Chair to meet again at the call of the chair.*

*Carried.*

Approved by:

  
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Chair

  
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Secretary