



AGENDA

Magnetawan Community Development Committee (MCDC)

Wednesday, March 10 , 2021

10:00 AM

OPENING BUSINESS

- 1.1 Call to Order
- 1.2 Adoption of the Agenda
- 1.3 Disclosure of Pecuniary Interest
- 1.4 Adoption of Previous Minutes

ITEMS BROUGHT FORWARD

- 10 mins 2.1 Event for Easter - Magnetawan Central Public School
- 10 mins 2.2 Disc Golf - South River Disc Golf Usage
- 10 mins 2.3 Digital Photo Frame Heritage Center - Brand of Equipment and Inventory of Pictures

NEW ITEMS FOR DISCUSSION

- 10 mins 3.1 Mother's Day
- 10 mins 3.2 Victoria Day Weekend

ITEMS FOR INFORMATION ONLY

- 10 mins 4.1 Driftscape

ITEMS FOR FUTURE MEETING

ADJOURNMENT

- 5.1 Confirm the Proceedings of Committee and Adjourn



Magnetawan Community Development Committee (MCDC) Meeting Minutes

February 10, 2021

The meeting of the Magnetawan Community Development Committee was held by video conference via GoToMeeting on Wednesday February 10, 2021 10:00 am with the following present:

Chair Merik Szabunio
Vice Chair Marilyn Raaflaub
Diane Szabunio
Cathy Loree Bulych
Laura Brandt (Secretary)

Regrets:
Councillor John Hetherington

Opening Business

1.1 Call to Order

Meeting was called to order at 10:04 am.

1.2 Adoption of the Agenda

RESOLUTION 2021-01 D. Szabunio - Raaflaub

BE IT RESOLVED THAT the Magnetawan Community Development Committee adopts the agenda as presented and circulated.

Carried.

1.3 Disclosure of Pecuniary Interest

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

1.4 Adoption of Previous Minutes

RESOLUTION 2021-02 Raaflaub - D. Szabunio

NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Community Development Committee adopts the minutes from the meeting of December 23, 2020.

Carried.

New Business

Welcome our New Committee Member Cathy Loree Bulych

RESOLUTION 2021-03 Raaflaub – D. Szabunio

BE IT RESOLVED THAT the Magnetawan Community Development Committee is pleased with the appointment of Cathy Loree Bulych to the Committee and is appreciative of Cathy's commitment to her Community and thanks her for coming forward.

Carried.

Presentation

Jeff MacKeigan, Cara Hovius and Heather Lavigne ChainLink Disc Golf

RESOLUTION 2021-04 D. Szabunio – Raaflaub

BE IT RESOLVED THAT the Magnetawan Community Development Committee thanks Jeff MacKeigan, Cora Hovius and Heather Lavigne for their presentation ChainLink Disc Golf. Carried.

The Committee discussed the presentation by ChainLink Disc Golf and the lack of Municipally owned properties that would be suitable for this type of use. The Committee also discussed the cost of installing a 9-hole disc golf course as Municipal funds would not be available in the 2021 Budget unless a Grant could be obtained to pay the costs. (moderately estimated at \$25,000 for 9 holes and \$50,000 for 18 holes). The Committee also discussed the two other disc golf courses located at the Screaming Heads and South River Tom Thompson Park as they are located within close proximity of Magnetawan. Included in the presentation was information about a new course located in Toronto that utilized a Golf Course. The Committee discussed ChainLink Disc Golf approaching the owners of the Ahmic Lake Golf Course to see if they would be interested in adding a Disc Golf Course to their current Course.

Direction was given to the Secretary to forward the contact information of the current golf course owners to ChainLink Disc Golf and to reach out to the South River Municipal Office in regard to the utilization of their current disc golf course located at the Tom Thompson Park.

Items Brought Forward

2.1 Report Laura Brandt Skating Trail

RESOLUTION 2021-05 Raaflaub – D. Szabunio

BE IT RESOLVED THAT the Magnetawan Community Development Committee receives the report as presented from Acting Deputy Clerk Laura Brandt, Proposed Skating Trail and approves recommendations to re-evaluate the need for this project in the future.

Carried.

2.2 Update Digital Photo Frame Equipment

The Committee discussed what brand of equipment would be suitable and where the Committee could purchase the equipment required to complete this project.

Direction was given to the Secretary to inventory the number of pictures needing to be digitized and bring back to a future meeting.

2.3 Call for Volunteer Poster

The Committee is in agreement to start canvassing for volunteers as there is currently one open seat on the Committee and volunteers are needed to help run events the day of.

Direction was given to the Secretary to post the call for Volunteers on the Municipality's social media platforms.

2.4 Schedule of Events

The Committee reviewed the list of annual holidays and events that typically take place annually.

Direction was given to the Secretary to add Father's Day to the schedule of events.

2.5 Updated Magnetawan Locks System Brochure Distribution List

The Committee reviewed the updated distribution list.

Items for Future Meeting

3.1 Event for Easter

The Committee discussed that Easter is fast approaching. Due to the current pandemic the Committee can not plan a public event. The Committee discussed reaching out to the Magnetawan Public School to facilitate delivering treats to the Students similar to what the Committee provided at Halloween.

Direction was given to the Secretary to contact the Magnetawan Public School to arrange the delivery of Easter treats for the Students.

4.1 Adjournment

RESOLUTION 2020-06 D. Raaflaub - Szabunio

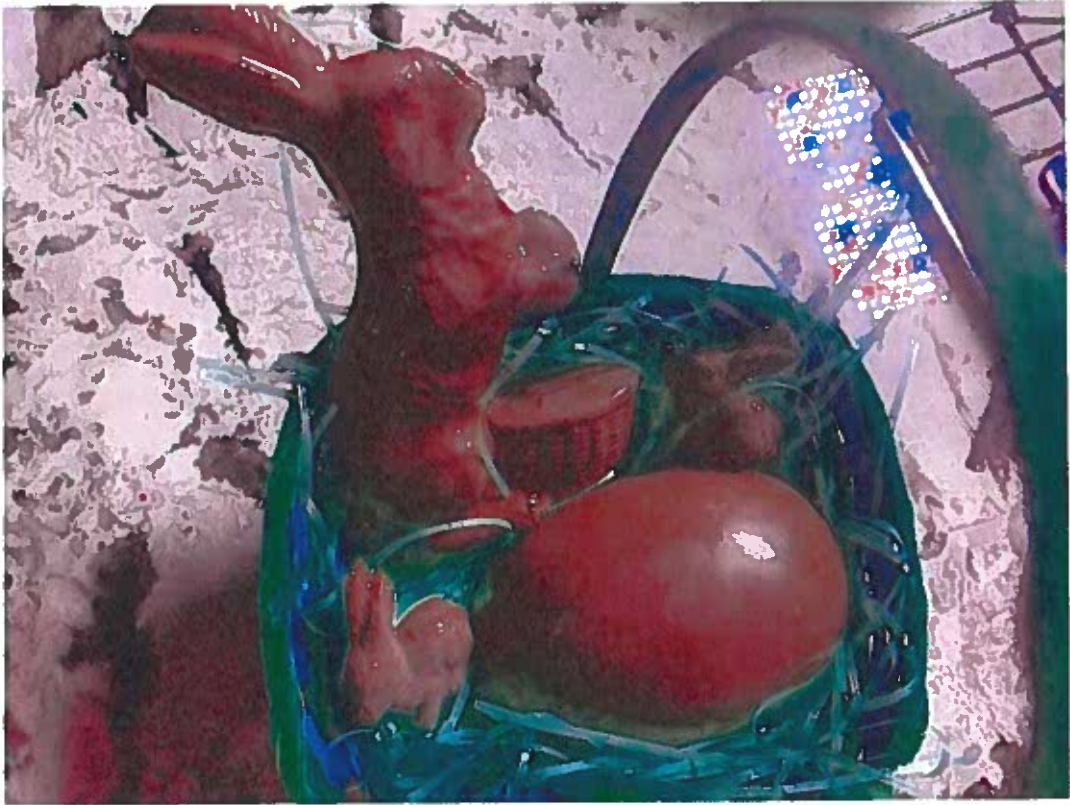
BE IT RESOLVED THAT the Magnetawan Community Development Committee adjourns this meeting at 12:19 pm on February 10, 2021, to meet again on Wednesday March 10, 2021 or at the call of the Chair. Carried.

Approved by:

Chair

Secretary







BOTTLE DRIVE

Have empties lying around that you'd like to get rid of?



We kindly ask that you consider donating them to our cause!

We are trying to raise enough money so that we are able to get new Tee Pads installed at the Algonquin Disc Golf Course at Tom Thompson Park in South River, Ontario.

What we accept:

Beer bottles
Wine bottles
Liquor bottles
Beer cans
Mixed drink cans
Boxed wine box/bag

To schedule a pick up please call or text (705)380-6990

Thank you!

RESOLUTION NO. 2021 - 32 **FEBRUARY 03, 2021**

Moved by: 

Seconded by: 

BE IT RESOLVED THAT the Council of the Municipality receives the Almaguin Recreation Committee Cost Sharing Request – Driftscape Mobile App Platform and is in support of joining with the surrounding Municipalities for the implementation of this app; however, defers its decision until Magnetawan has its structure in place to accommodate this platform.

Carried Defeated Deferred


Sam Dunnett, Mayor

Recorded Vote Called by: _____

Recorded Vote

Member of Council	Yea	Nay	Absent
Brunton, Tim			
Hetherington, John			
Kneller, Brad			
Smith, Wayne			
Mayor: Dunnett, Sam			



*Knowing our heritage
we will build our future.*



The Municipality of the
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Report from General Government

RECOMMENDATIONS

That the Almaguin Highlands Regional Recreation Committee, with assistance from ACED, invest in the mobile application Driftscape to promote the Almaguin Highlands on a regional level.

Regional Recreation Committee Background

The Almaguin Highlands Regional Recreation Committee is a group of representatives from.

- The Township of Perry
- The Village of Burk's Falls
- The Municipality of Magnetawan
- The Township of Strong/Sundridge
- The Township of Ryerson

What is Driftscape?

"Driftscape is a mobile app that provides a platform for local organizations to share site specific stories, tours, and events. The app is free for users, and it provides a great way to explore what's around you. Simply select what you're interested in and start walking. You'll be notified when there's something nearby. For organizations, Driftscape is a powerful tool to help you get your stories out there. Visit our [partner page](#) to find out more about what Driftscape can do for you."
www.driftscape.com/.

Our Vision

Driftscape would be a great opportunity to get the Almaguin Highlands on the map. With its many features that showcase Places, Events, and Tours alongside its Augmented Reality feature our tourists are going to have an interactive way to explore and learn about our rich history. In light of COVID-19, Driftscape will allow us to go paperless giving tourists the option to explore without having to browse through brochures that multiple other hands have touched.

How we plan to implement this project

In addition to our current partners we hope to add ACED, the Village of South River, and Township of Kearney. After our committee saw a presentation from a Driftscape representative all parties are eager to make this project a reality. We have reached out to ACED already and they are interested in helping where needed. It is important to note that the more partners we bring on board the more affordable the project will be and the more area we will be able to promote across Almaguin. Once all parties confirm, we plan to execute the Driftscape project with the following steps.

1. A Regional Recreation Committee meeting will be held to appoint one representative from each municipality/partner to be a Driftscape administrator
2. Each representative will be responsible for organizing their own points of interest (POI) with their Council/Superiors



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3. We plan to start with trails, beaches, boat launches, parks, etc. for points of interest and expand to theatres, groceries stores, stand-alone businesses, attractions, and facilities
4. The committee will meet monthly until the project is launched and then as needed to approve all materials entered into the application to ensure we all keep updated with appropriate information in the app
5. Each partner will have their own representative from the Driftscape company to assist in uploading and organizing all materials once approved by the committee
6. The materials put into the application will be meant to highlight parks and recreation, infrastructure as well as culture and history while promoting a fun and interactive touring experience
7. Once the app is up and running, we plan to reach out to local businesses to get them into the app
8. Costs included in the Driftscape package is \$75.00/year for 25 Points of Interest, this means that should a business want to come on board to promote their business on the map they would be expected to pay a minimum of \$36.00 per year plus an administration fee
9. Should a business request to be added into the application with a \$36.00 a year fee we would add a \$14.00 administration fee and charge \$50.00 per year for a business to advertise and be seen on the application

PROJECT EXPECTATIONS

Regional Recreation Committee/ Municipal partner expectations

- Attend monthly meetings via Zoom until the project is live in the Driftscape application
- Gather 25 points of interest each to launch the project
- Always have additional POI's and information approved by the Committee before it goes into the app
- Additional businesses that want into the application must be approved by the committee
- Attend regularly scheduled meetings to ensure information is kept up to date
- Keep up with annual payments
- Commit to a three year partnership
- PLEASE NOTE: Any partner that chooses to include a business on their own is welcome to without charging the business

Business/Additional POI Expectations

- Must be approved by the Committee at a formal meeting
- Will be charged an annual fee of \$50.00 each
- Must advertise the Driftscape application in their store window
- Must have brochures available in store if needed by customers & tourists

PROJECT COSTS - We have two options to invest in the driftscape application. Please see below.

Option #1 - Plus plan - \$1788.00/year

Option one divided between our current 5 partners would share use of the application, 25 POI's, 3 administrators and all other features as listed in the blue chart. Ideally, each partner would start out with their own 25 POI's which means right away we would be adding an additional 100 POI's at \$40.00 each that would cost an additional \$4000. We would also request an additional 2 Admin users to allow one per partner (5 total).



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Option #2 - Premium plan - \$4188/year

Option number two would greatly increase the amount of POI's. We would have to purchase an additional 50 POI's at \$40.00 each that would cost an additional \$2000 and we would not have to add any Admin Users.

Both options listed above are fully customizable to fit our needs however, as the premium plan's price is higher you get more value for the price you pay.

If we go with the Plus plan it would cost \$357.60 per year per partner (5) before we add onto the plan. If we go with the Premium plan it would cost \$837.60 per year per partner (6) before adding to the plan.

For example, we plan to have each municipal partner start with 25 Points of Interest (POI). If you refer to the 2nd chart listed below to have each municipal partner start with 25 POI on the Plus plan it would cost \$1157.60 annually per municipality and if we did the same with the Premium plan it would cost \$1237.60 which is a difference of \$80.00. As shown in the blue chart we would be spending an extra \$80.00 for the additional items that come included in the Premium plan compared to the Plus plan for an overall greater benefit for the price.

OPTIONS / END WITH RECOMMENDED OUTCOME

The Premium Plan is the recommended option when divided between the current six partners. It has the best value for the price and is the recommended option. This will allow a great base for the project and a lower amount of additional add on items to get started. All partners are welcome to add additional items on their own dime if they wish to do so. It's time to get Almaguin back on the map and showcase this region as the ultimate tourist destination in Northern Ontario. With our current and possible future partners, we can make Driftscape a reality and increase tourism for years to come.

Plus \$1788/year	Premium \$4,188/year
1 Unique Branded layer	1 Unique Branded Layer and 4 custom layers
25 Points on the Map	75 Points on the Map
3 Admin Users	5 Admin Users
Location notifications	Location notifications
External Links	External Links
Hashtag Feature	Hashtag Feature
Tours	Tours
Audio and Video	Audio and Video
Advanced Analytics	Advanced Analytics
1 Custom Deep Link	3 Custom Deep Links
1 Standard Content Promotion	3 Advanced Content Promotions (news notification within app)
	Unique Customizable Micro-Region

Plan	Plus \$1788
Add POI (25 Per Municipality)	\$4000.00
125-25= 100 x \$40.00 =	
Total \$4000 + \$1788 =	\$5788.00
Total Per Municipality / 5 =	\$1157.60 each
Plan	Premium \$4188
Add POI (25 Per Municipality)	\$2000.00
125-75= 50 x \$40.00 =	
Total \$2000 + \$4188 =	\$6188
Total Per Municipality / 5 =	\$1237.60

Signature, Department
Lacey Stevens - Recreation Coordinator

Driftscape 3.0 brings to you Quests!

Help your locals and visitors explore your destination in a unique new way with Driftscape Quests - A Scavenger Hunt feature. Click [here](#) to find out more.



Learn about where you are,
on your own schedule,
from diverse local experts.

[Become a Partner](#)

[Download the App >>](#)

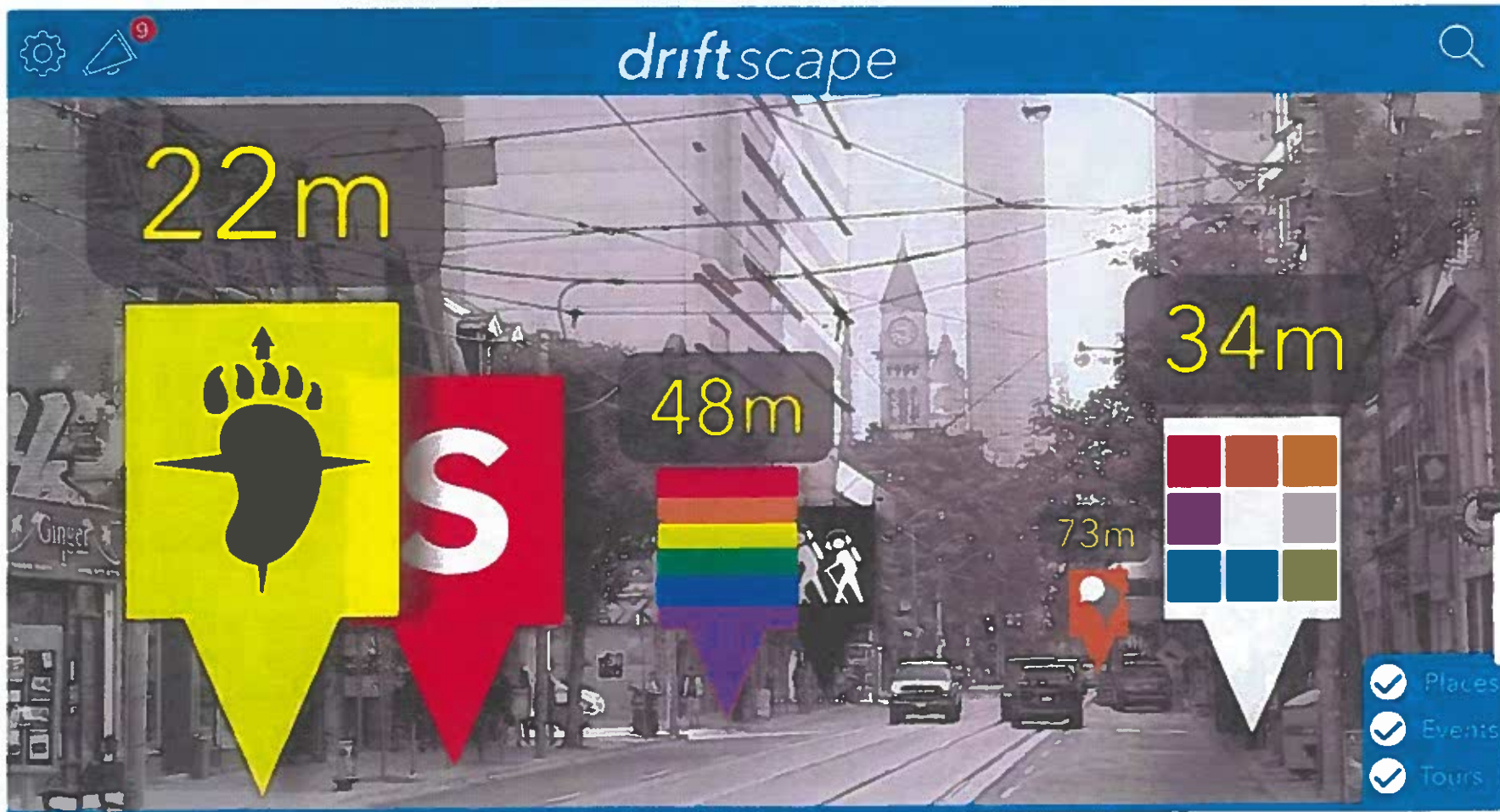


Got any
help

Driftscape is a mobile app that provides a platform for local organizations to share site-specific stories, tours, and events.

For Users, the app is free and it provides a great way to explore what's around you. Simply select what you're interested in and start walking. You'll be notified when there's something nearby.

For Organizations, Driftscape is a powerful tool to help you get your stories out there. Visit our [partner page](#) to find out more about what Driftscape can do for you.

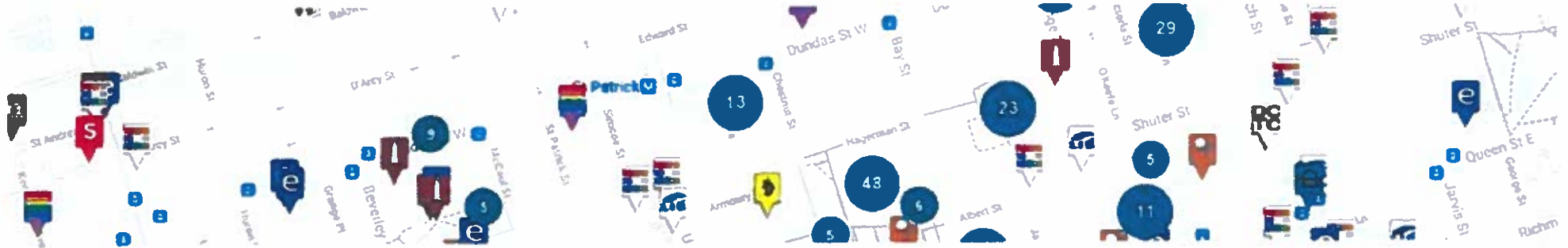


Driftscape 2.0

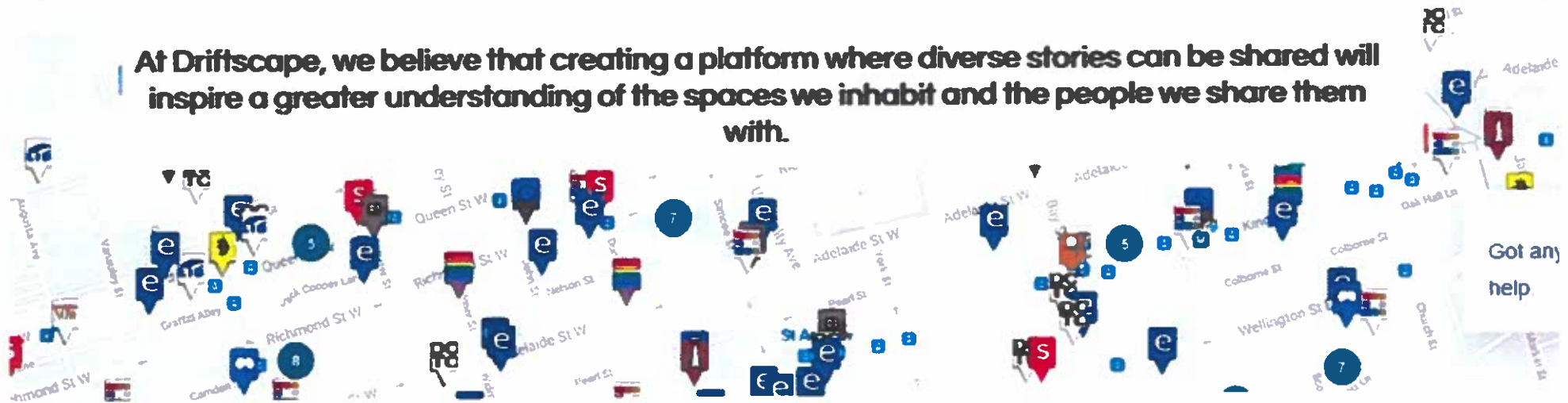
You can now explore the city in augmented reality on Driftscape! Access the new AR mode and see nearby markers appear in the streetscape around you. It's a new way to discover local arts, culture and history.

Compatible with iOS devices (iPhone 6S and later), the AR mode displays markers within 400 meters of your location (about a 5-minute walk), and also shows the distance to each place.

These markers represent places of interest, events, and tours from over 30 local organizations such as Heritage Toronto, Toronto Public Library, The Distillery District, First Story and many more.



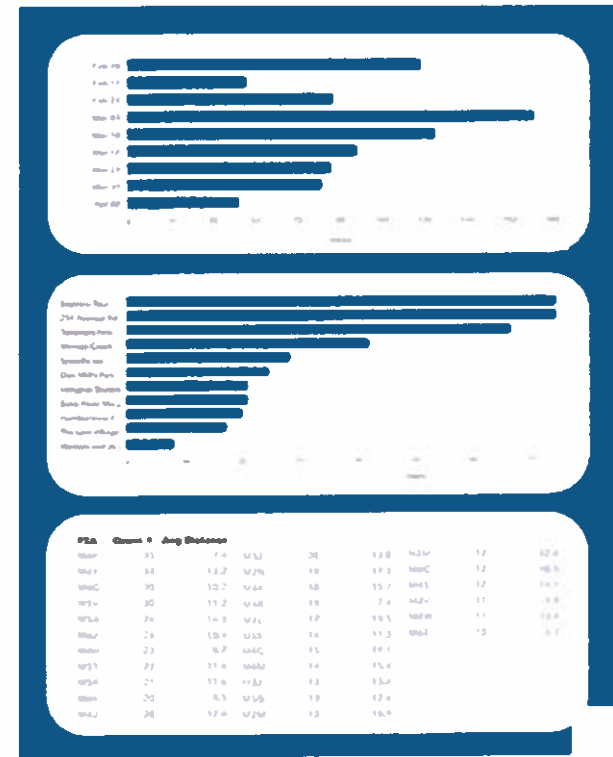
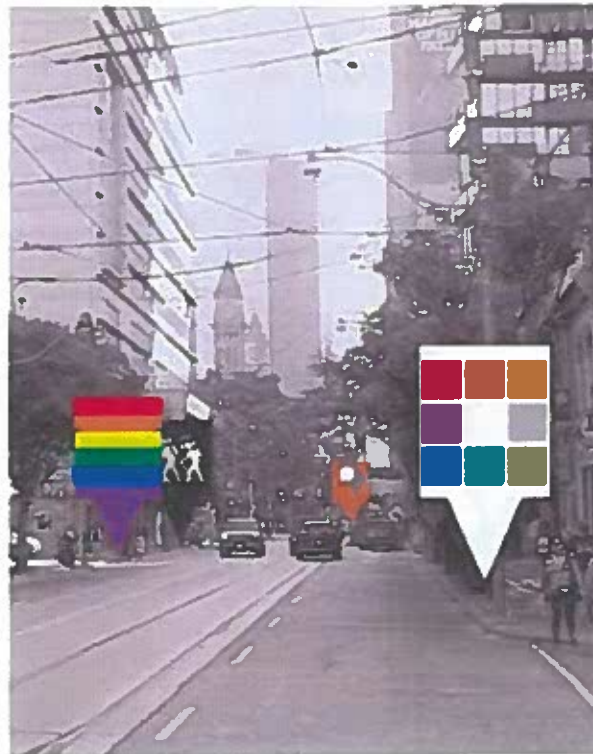
At Driftscape, we believe that creating a platform where diverse stories can be shared will inspire a greater understanding of the spaces we inhabit and the people we share them with.



Some of our amazing customers and partners:



Create Amazing Experiences. Engage Visitors & Community.



Got any que help

Create & Publish Your Own Content

Driftscape puts you in control. Publish content in real-time and guide visitors from your unique perspective.

Help Visitors Explore & Discover

When users are in your area, Driftscape will notify them that there's something interesting nearby. You can even make content appear only to those who are close by.

Make Data-Driven Decisions

Access powerful analytics. Know where your visitors are from, how long they stayed and what they're most interested in. [Click here to learn more](#)