



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

Wednesday March 11, 2026

10:00 AM

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

Committee members in attendance:

Chair Rachel Sullivan
Vice Chair Angela Ramsay
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross (electronic participation)
Francine Yolkowskie

Regrets:

Dave Antle

Staff members in attendance:

Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 Call to order

The meeting was called to order

1.2 Adoption of the Agenda

RESOLUTION 2026-09 Lewis- Yolkowskie

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

Carried.

1.3 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.

1.4 Adoption of Previous Minutes

RESOLUTION 2026-10 Fraser-Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the February 18, 2026, meeting as presented.

Carried.

DISCUSSION ITEMS

2.1 Annual Forum - Saturday April 11, 2026

*Discussion re broad initiatives and priorities for the coming year

*Follow up from October 26th meeting with accommodation providers

The Chair and Committee Member Fraser discussed with the Committee the updated Forum work plan that was included in the Agenda Package. The day will start with an update session from the Committee and a presentation from Explorers Edge followed by a working lunch where attendees will have one on one time with booth vendors. The Committee is hoping to highlight tourism assets catering to visitors such as Scotty's Boat Tours, municipal Events and programming, library and more. The Committee will encourage attendees to bring their business promotional material so that the Committee can promote a "get to know your neighbour in tourism" goal for the forum. During the working lunch, participants will be encouraged to visit the different booths, share information with each other and sign up for various calls to action or provide additional information that is highlighted during the interactive portion of the METC presentation regarding future actions. An example provided is the Committee's proposed plan to create a working group with accommodation providers (commercial and licensed STAs). The Committee noted they need to work with this subsector to better understand what marketing is working, where are people visiting from, how do we measure success, etc. A Call to Action will be to ask representatives from this segment of the tourism sector to sign up for the proposed working group. Another example is to work with Deputy Clerk Kellogg about offering an information session for those that may be interested in getting an STA license. Chair Sullivan and Committee Member Fraser will regroup and then put a call out for help to encourage participation. They will prepare a generic email to potential participants to help with the outreach. The Secretary will assist in creating a poster for the event as well as collecting any promotional materials that were distributed in the Heritage Museum Centre.

The Committee discussed future work plan ideas that could be highlighted at the forum for input. It was acknowledged there are many things that the Committee can focus on and maybe items require additional support and the committee could look at forming working groups. The Secretary advised the Committee that the Municipality currently has a Magnetawan Bucks program that is tied to the Dinner and Drive-In Event that could bridge the gap until the Committee organizes a shop local campaign . The Committee determined that the main five priorities are to create an accommodation provider working group, updating the mandate, create a product development working group to work on projects such as the website update, itineraries, etc., merchandise, and industry support.

2.2 Tag Line and Graphic Update

Committee Member Ross updated the Committee that there were several different options graphically and the final version of graphic has been completed. Committee members discussed the possibility of having the "WAN" (ONE) a different colour but the feedback from the designer team was that this was not a good idea. Committee Member Bishop suggested that the "WAN" be capitalized. Some general feedback from the design team noted that if the graphic is too complicated to understand then it is not good. They also felt that the name Magnetawan should stand on its own and not be modified. Overemphasizing "wan" would separate it from the full name of the community. The Committee also discussed having the design copyrighted and the

Secretary will investigate registering the copyright once the final design is forwarded. The Secretary also informed the Committee that the motion that was passed by Council stated that the tag line and graphic be used in conjunction with the municipal logo. The Committee noted that it understood the intent of the motion was to make it clear the tourism logo does not replace the corporate logo but there was no intention from Council to require the tourism logo only being used with the corporate logo. The Chair and Committee Member Bishop agreed to get clarification.

2.3 Discussion Merchandising Considerations

The Committee discussed having merchandise such as T-shirts made to sell with the new tagline and graphic. The Committee was unsure how to proceed with the distribution and selling of the merchandise and if any business wanting to sell them should have permission or if it should be limited to just one business. Concerns were raised with consistency and quality of merchandise as well as flooding the market which would dilute sales across many businesses who chose to sell the merchandise. It could also be costly to have an inventory of different merchandise such as keychains, t-shirts with a variety of all colours and sizes etc. . It was suggested that maybe the Committee should start with something smaller like key chains, stickers, or beer cozies. The items could be distributed to licensed accommodation providers to give out to visitors as "Swag". The goal is to get seen. Committee Members Fraser, Antle and Ross will be working on a plan moving forward.

2.4 Frequently Asked Questions - Update

The list is fast evolving and it could be changed if the Committee wanted into a community directory. There is also a need to further define what is meant by "frequently" asked. QR codes could be completed for the items on the lists. Vice Chair Ramsay would like input as to what Committee members think is important to be on it and where the Committee wants to go with the FAQ's. The Secretary advised the Committee that she would review the list and send any additions to the Vice Chair.

2.5 Survey Analysis Update

Committee Member Ross discussed analyzing the data more in depth but that he needed access to the results in the Survey Monkey. The Secretary will investigate retrieving the data and forwarding it to Committee Member Ross.

2.6 YTD Actuals of Budget Line for METC

The Secretary advised the Committee that the year to date actuals from 2025 and 2026 are in the agenda package and to keep in mind that the 2026 budget has not been approved.

2.7 Save the Date Next Chamber Event is March 24, 2026

The Secretary advised the Committee that if any of the Committee Members would like to attend the March 24th event to let her know and she will register them. The Secretary further advised the Committee that the Chamber of Commerce is hosting a business night on April 1st in Magnetawan and a Quickbooks course on April 8th.

2.8 Website - Update

Committee Member Yolkowskie advised the Committee that the Secretary and her met to discuss changes that could be made to the municipal website to accommodate a fourth header that could be used for tourism information. The Chair and Committee Member Lewis were not able to meet. The Secretary advised the Committee that the fourth heading has been created and is live on the website under Coming Soon. The Secretary advised the Committee that the Municipality uses OSIM as their provider platform and that only one service can be used at this time. The Secretary further advised the Committee that the work can be done in house and that she would just need to be provided with the content. The Chair, Committee Members Yolkowskie and Lewis will meet and create the content. The Secretary also advised the Committee that the two domains that coincide with the tagline have been purchased.

FOR INFORMATION

- 3.1 Almaguin Highlands Chamber of Commerce February March Newsletter
- 3.2 Employment Lands Light Industrial Lands Available Ad
- 3.3 About Invest Ontario
- 3.4 Site Ready Funding Motion 2025-333
- 3.5 Rural Ontario Development Program (ROD) Funding Program
- 3.6 Explorers Edge 2026/2027 Program
- 3.7 Municipality of Magnetawan February 2026 Newsletter
- 3.8 Municipality of Magnetawan February Events and Programming Newsletter

ADJOURNMENT

- 4.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-11

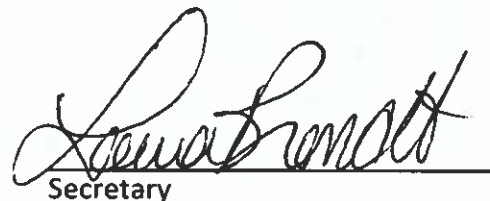
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:00 pm. Chair to meet again on March 27, 2026 at 9am or at the call of the chair.

Carried.

Approved by:



Chair



Secretary