



## Magnetawan Economic Tourism Committee (METC)

### Meeting Minutes

March 26<sup>th</sup>, 2025

The meeting of the METC was held on Wednesday, March 26<sup>th</sup>, 2025, 8:00am electronically with the following present:

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

#### **OPENING BUSINESS**

**1.1 Call to Order** Meeting was called to order by the Chair at 8:00 am.

#### **1.2 Adoption of the Agenda**

*RESOLUTION 2025-14 Ross - Ramsay*

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

*Carried*

#### **DISCUSSION ITEMS**

##### **2.1 March 22<sup>nd</sup> Focus Groups – Post Event Debrief**

The Committee discussed the March 22<sup>nd</sup> Community Engagement Focus Group event. All Members felt the event was a success and was well received by participants. There was just shy of 30 participants that ranged from brick-and-mortar businesses, online businesses and members of community organizations, clubs or committees. With a range of participant experience, the event provided a wealth of feedback when the brainstorming exercise was conducted which brought forward ideas on events and activities while also highlighting “parking lot” items that are beyond the scope of the MET Committee. Additionally, Members were approached by participants who expressed interest in volunteering at future events or submitting a letter of interest to join the MET Committee.

##### **2.2 Focus Group Presentation Update**

*RESOLUTION 2025-15 Lewis - Ramsay*

**749767**

***NOW THEREFORE BE IT RESOLVED THAT*** the Magnetawan Economic Tourism Committee, after adding priorities established during the Community Engagement event, receives and approves the presentation made during the Community Engagement and requests the Secretary circulate the presentation to all attendees.

*Carried.*

### **2.3 Ontario Tourism Education Corporation – Tourism & Hospitality Workforce Survey - 2025**

Chair Sullivan and the Secretary participated in a webinar put on by Explorer's Edge who hosted Ontario Tourism Education Corporation (OTEC). OTEC presenters discussed Workforce Training Solutions while bringing forward a Tourism and Hospitality Survey they have created where they seek to gain information on workforce challenges in the tourism and hospitality industry. Chair Sullivan requested that the MET Committee could provide the survey directly to Magnetawan businesses to ensure challenges and priorities in the Municipality of Magnetawan are identified and shared with OTEC.

*RESOLUTION 2025-16 Lewis - Ross*

**WHEREAS** the Members of the Magnetawan Economic Tourism Committee participated in the March 25, 2025 Explore's Edge webinar with Ontario Tourism Education Corporation (OTEC);

**AND WHEREAS** Ontario Tourism Education Corporation provides a Tourism & Hospitality Workforce Survey to gain valuable insight to better understand key workforce challenges and priorities facing local tourism and hospitality businesses;

**NOW THEREFORE BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee seeks to further support the Magnetawan Tourism and Hospitality Sector by requesting the Secretary provide the survey link to the Magnetawan Tourism and Hospitality Sector businesses to better inform OTEC on Magnetawan's workforce challenges and priorities.

*Carried.*

### **ADJOURNMENT**

#### **3.1 Adjournment**

*RESOLUTION 2025-17 Ramsay - Lewis*

**BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee adjourns this meeting at 8:53am to meet again April 30<sup>th</sup>, 2025 at 10:00am.

*Carried.*

Approved by:

Chair Rachel Sullivan

Secretary Erica Kellogg