



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

Wednesday March 27, 2026

10:00 AM

Magnetawan Community Centre

4304 Highway 520, Magnetawan

Committee members in attendance:

Chair Rachel Sullivan

Dave Antle

Bill Bishop

Brenda Fraser

Joan Lewis

Rob Ross

Francine Yolkowskie (electronic participation)

Regrets

Vice Chair Angela Ramsay

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 2026-12 Bishop-Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee 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 2026-13 Fraser-Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the March 11, 2026, meeting as presented.

Carried.

Regarding Item 2.2, Committee Member Bishop noted that, as agreed, he followed up with the CAO to get clarification of the intention of the motion approved by Council at the January 21st meeting.

RESOLUTION 2026-03 Bishop-Kneller BE IT RESOLVED THAT the Council of the Municipality of thanks Rachel Sullivan and Rob Ross for their presentation and extends their appreciation to the Magnetawan Economic Tourism Committee for their good work in their inaugural year; AND HEREBY, is in favour of the use of the Tagline "Magnetawan-of-a Kind" with the compass on existing social media content and other marketing and/or promotional materials in conjunction with the Municipal Lighthouse logo. Carried.

The Committee agreed that their understanding of the intention of the motion' which noted the logos would be used in conjunction, was to confirm the tourism logo would not replace the corporate municipal logo (lighthouse). The Committee noted that the presentation to Council showed mock-ups of the tourism logo alone and no issues were flagged. There was agreement that there would be times when it would be appropriate to use both logos but not necessarily on merchandise. This understanding was shared by the CAO.

DISCUSSION ITEMS

2.1 Annual Forum Saturday April 11, 2026

The Committee discussed the plan for the upcoming Forum. The caterer has been booked. The cake and cookies have been ordered with the new Magnetawan-of-a-kind logo on them. The Committee agreed that all members should wear their blue METC Committee shirts or a blue shirt. The Committee further discussed the upcoming Forum laying out the agenda for the day. It was noted that additional work is required on the interactive section where the Committee plans to present the draft work plan during which time participants will be asked for some input and provided with various "calls to action". Following the presentations, there will be a working lunch where participants will be asked to visit various information stations (calls to action) and check out promotional information from local businesses and the municipality. Port Carmen Marina, Magnetawan Library as well as the municipal Recreation Department will have booths (Almaguin Chamber of Commerce – TBC). Some local vendors have already indicated their intention to provide a display (e.g. Backwoods Designs and Brad Lewis). It was noted that signs should be made for the different display areas and stations (Calls to Action).

The Committee reviewed a list of local organizations and individuals and identified which contact each member would follow up with to encourage participation. Members were asked to stress the need to register by April 2nd to help with catering and to encourage participants to bring promotional materials. The Secretary advised the Committee that the forum social media campaign will be recirculated to help bring awareness to the event.

The Committee discussed the work plan dividing it into core areas: establishing an accommodations network, merchandise, industry support, terms of reference, and tourism promotional product development.

Establishing an accommodations 'network': The Committee discussed the need to connect with this group to help answer key questions such as: How do we measure success? What is our capacity for hosting people? What are the occupancy rates? Where do visitors come from? These are some questions that need to be answered. Working with this group could also help identify key promotional products to pursue (connects with Tourism Promotional Product Development). Committee Member Ross to lead with Committee Member Bishop providing a supportive role.

Merchandise: will be led by Committee Members Ross and Antle. The plan is to define and put together a program to distribute branded merchandise. It is expected to start small such as a magnet with the tourism logo. Also having a booth at the Farmer's Market might be an option to have exposure with the public. The new tagline and logo will be revealed at the Forum.

Industry Support will be led by Chair Sullivan with support from Committee Members Antle and Fraser. The key components would include building relationships with other tourism organizations that could promote Magnetawan or provide supports to local industry; as well as building local relationships and facilitating training and/or access to support for local industry.

Terms of reference will be led by Chair Sullivan. The Chair discussed proposing the changing of the name of the mandate document to a terms of reference which is more inclusive and still includes a mandate section. The key change the committee would like to propose to Council is adding a section covering the composition of the committee to encourage it be more representative of the local tourism industry. For instance, there is no member representing the accommodations sector and the committee sees merit having representatives for the commercial accommodations and licensed STAs. It was noted this would need to go to Council for approval.

The Committee does not need the volunteers for working groups to be approved by Council. Committee Members will be able to lead and approve the work being done by the working group.

Tourism Promotional Product Development: The key activities areas identified include the tourism website and brochure displays. The brochure display work will be led by Committee Member Lewis. The website work (including the business directory) will be led by Committee Member Yolkowskie with support from Committee Member Lewis.. Itineraries will be put on

hold as ideas may come out of the accommodations network. Call to actions could be to ask participants to ensure they are in the business directory and to update content with enhanced descriptions and photos. Committee Member Fraser will send pictures to add to the Magnetawan Home Hardware listing. The Secretary advised the Committee that a municipal table will be set up at the forum which could include a laptop to allow participants to view the directory. The table will also have additional municipal information

Homework for the Committee would be to identify what we need or questions for each category. What are the calls of action for each category? What questions can we ask to solicit input from participants at the forum?

The Committee discussed having a set email address for the Committee and asked the Secretary to investigate the possibility of acquiring tourism@magnetwan.com. All emails would go to the Secretary. That way the Committee can distribute this email address when asking attendees for feedback in relation to the Tourism Forum.

The Committee discussed the opening of the Forum and the reading of the land acknowledgment. Committee Member Bishop volunteered to read the land acknowledgement.

Committee Members Fraser and Ross will staff the registration table.

The Committee agreed to arrive at 8:30am to help with set-up. The Secretary advised the Committee that Staff will have all the tables and chairs set up so only minor tweaks should need to be done. The Committee further discussed that the cake will be served at lunch and Committee Members were hoping that Council could cut the cake and photos could be taken with Council and possibly Explorers' Edge? The plan is to have the cookies passed out by Committee Members when the logo is revealed during the presentation. Member Bishop offered to speak with attending Council Members regarding the cutting of the cake at noon. The Secretary advised the Committee that the Municipality already has name tags and they can be provided the day of the Forum.

The Chair also shared with the Committee that an added benefit of working with Explorers' Edge on the Forum is that they mentioned the possibility of hosting a future regional event in Magnetawan in the Fall.

FOR INFORMATION

- 3.1 Chamber of Commerce Chamber of Commerce Membership Info Session April 1, 2026
- 3.2 Chamber of Commerce Chamber of Commerce AHCC Chamber Guide Magazine - Insert Option for Advertising
- 3.3 Expression of Interest Powassan Maple Syrup Festival Northern Sweet Spots Tourist Showcase Saturday April 25, 2026

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-14 Lewis-Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:00 pm to meet again on April 20, 2026, at 10am or at the call of the Chair.

Carried.

Approved by:

Chair

Secretary

DRAFT