



AGENDA

Magnetawan Economic Tourism Committee (METC)

Wednesday March 27, 2026, 9:00 am

Magnetawan Community Centre

<https://teams.microsoft.com/meet/23470598702221?p=Sbm6dA2yGAc0wn6qSM>

Page # **OPENING BUSINESS**

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ADJOURNMENT

- 4.1 Confirm the Proceedings of Committee and Adjourn



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 then will transition into working lunch. We will have industry give back with a presentation from Explorers' Edge. Attendees will also be able to have one on one time with booth vendors. The Committee is hoping to highlight some of our tourism assets that provide services that may be of interest 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 have 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's 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 a 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. 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

JOIN US FOR THE 2026 ANNUAL TOURISM FORUM



The event will feature a keynote presentation from Explorers' Edge and working lunch to showcase some of our area assets

The Magnetawan Economic Tourism Committee (METC) will share an update on our progress over the past year and would like to get your input on moving forward!

**SATURDAY APRIL 11, 2026
10:00AM - 1:00PM
MAGNETAWAN COMMUNITY
CENTRE
4304 HIGHWAY 520**

**REGISTRATION IS REQUESTED BY
APRIL 2, 2026 TO HELP FACILITATE CATERING
WHEN REGISTERING PLEASE NOTE
ANY FOOD ALLERGIES
LBRANDT@MAGNETAWAN.COM
OR GIVE US A CALL AT
705-387-3947**

Please bring any promotional materials or business information that can be showcased during the working lunch

Explorers' Edge is one of 11 Regional Tourism Organizations funded by the Ontario Ministry of Tourism, Culture and Gaming. Explorers' Edge operates in the geographic area that includes Algonquin Park, the Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound, South Algonquin, and the traditional territories of nine Indigenous communities.

Explorers' Edge uses a regenerative approach to ensure the sustainability of the tourism industry across the region, the organization itself, and affected communities.



Established in 2024, the METC is a committee of community volunteers, mandated to market and promote Magnetawan as a tourism destination for long term, year round growth

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: March 17, 2026 9:47 AM
To: Rob Ross; Joan Lewis; Joan Lewis; Angela Ramsay; Dave Antle; Francine Yolkowskie; Francine Yolkowskie; livingmagnetawan@gmail.com
Cc: Fraser, Brenda; Laura Brandt
Subject: April 11th Tourism Forum - METC helping to promote participation
Attachments: 2026 Tourism Forum Poster, FINAL.png

Hello all,

The invite has just been approved by Explorers' Edge and it will be sent out through the various municipal outlets (email, facebook, instagram); to those who participated in the Focus Group last year; and all licensed STAs (or those in progress).

As discussed at our meeting last week, we'd also like to get committee members involved with outreach to stakeholders to encourage participation. We've pulled the list (see below) from our METC stakeholder tracking document (google docs) and would appreciate it if you could review the list and wherever 'Follow Up' is noted, let us know who you are able to reach out to in order to encourage participation. Some names have already been assigned. If you notice that someone is listed to receive the general invite but you have a contact and can follow up personally, just let us know and we can update the list. Also please flag anyone who should be added (Joan, I've added the names you provided me). Please share with everyone who you will follow up with so we can avoid duplication.

If you are in touch with anyone who notes they cannot attend but would like to be kept in the loop, let us know and we can add them to the tracking sheet.

To help with outreach, some draft text is included below - feel free to modify (2 versions - one for accommodation providers; one for all others).

Thanks,

Rachel and Brenda

General notice:

Good morning,

We wanted to reach out to let you know that we are planning our spring tourism forum for Saturday, April 11th from 10am - 1pm with lunch provided (event poster attached). Our intention is to provide a community update on what the Magnetawan Economic Tourism Committee (METC) has been doing over the past year and to get some input on our future activities. Explorers' Edge (explorersedge.ca) will be joining us as our keynote industry speaker.

Following the presentations, we will be having a working lunch where we plan to showcase some area assets. If you have any promotional materials, please bring it along! To help facilitate catering we are asking for advance registration by Thursday, April 2nd. Please register by emailing lbrandt@magnetawan.com or by calling 705-387-3947 and make note of any food allergies.

A formal notice will be going out through the municipality so we apologize if you receive multiple notifications. Please feel free to share this email with anyone you think may be interested. Hope you can make it!

Notice for accommodations providers:

Good morning,

We wanted to reach out to let you know that we are planning our spring tourism forum for Saturday, April 11th from 10am - 1pm with lunch provided (event poster attached). Our intention is to provide a community update on what the Magnetawan Economic Tourism Committee (METC) has been doing over the past year and to get some input on our future activities. Explorers' Edge (explorersedge.ca) will be joining us as our keynote industry speaker.

Following the presentations, we will be having a working lunch where we plan to showcase some area assets. If you have any promotional materials, please bring it along! To help facilitate catering we are asking for advance registration by Thursday, April 2nd. Please register by emailing lbrandt@magnetawan.com or by calling 705-387-3947 and make note of any food allergies.

As an accommodation provider, we also want to flag that we're hoping to start building an informal network of accommodation providers so we can have a regular dialogue about how we can work together, support you and measure success when it comes to tourism promotion. We want to talk to accommodation providers to try to determine what could work best in order to facilitate this 'network'. The thought is to raise this idea at the forum and start asking people to let us know if they want to participate and then we can go from there. That said, if a number of accommodation providers can join us that day, maybe we can look at having a brief informal discussion after lunch to get the ball rolling.

A formal notice will be going out through the municipality so we apologize if you receive multiple notifications. Please feel free to share this email with anyone you think may be interested. Hope you can make it!

The Ahmic Club (golf course)	Follow Up		
Ahmic Lake Apiaries	Follow Up		
Ahmic Lake Cottagers' Association	Follow Up		
Ahmic Lake Resort (and Swiss House)	Follow Up		
Ahmic Marine	Follow Up		
A Touch of Grace Bed and Breakfast	Follow Up		
Algonquin Fine Foods	Follow Up		
Almaguin Custom Canvas	Follow Up		
Almaguin Highlands Chamber of Commerce	Follow Up	Rachel	Invited to have booth
Aurora Pizza	Follow Up		
Backwood Design Co.	Follow Up	Rachel	Regrets – added to follow up list

Birch Crest Resort	Follow Up		
Burk's Falls Arts Club	General Invite		
Buzz'n Around Aparies	Follow Up	Rachel	
Camp Klahanie	Follow Up		
Camp Kahquah	Follow Up		
Camp Chikopi(requested not to be contacted)	n/a	n/a	Asked not to be contacted
Cathy Gauthier Photography	Follow Up		
Cecebe Waterways Association	Follow Up	Rachel	
Clear Lake Farm	General Invite		
Cornball Store	Follow Up		
Croswell's Mercantile	Follow Up		
CT Plumbing	General Invite		
Dean's Auto Care	General Invite		
Dutch Harmony	Follow Up	Rachel	
Echo Beach Cottage Resort (aka Woodland Echoes Resort)	Follow Up		
Elevate Electric	General Invite		
Heidi Barry Yard Maintenance	General Invite		
Horn Lake Property Owners Association	Follow Up	Rob	
Horse Sense North	Follow Up		
Hughes Lake Heating	General Invite		

Horses Tales N Trails	General Invite		
Hunt Line Electric	General Invite		
Carr Aggregates	General Invite		
Cement Factory - Laura Brandt	Follow Up	Laura	
Individual - Aileen Ireland	Follow Up		
Individual - Jodi Paul	Follow Up		
Individual - Betty Newhouse	Follow Up	Rachel	
Sheddan James Photography	Follow Up		
Lighthouse Landing Cabins and Camping	Follow Up	Joan	Regrets
Magnetawan Agricultural Society	Follow Up	Rachel	
Magnetawan Bait and Tackle	Follow Up		
Magnetawan Farmers' Market	Follow Up		
Magnetawan Friendship Club	General Invite		
Magnetawan Grill and Grocery	Follow Up		
Magnetawan Home Hardware Building Centre	Follow Up	Brenda	
Magnetawan Horticultural Society	Follow Up	Rachel	
Magnetawan Land Trust	General Invite		
Magnetawan Lions' Club	Follow Up	Dave	
Magnetawan Public Library	Follow Up	Brenda	
Magnetawan Ridge Runners Snowmobile Club	Follow Up	Rachel	
Magnetawan Snack Bar	Follow Up		
Maijac Cottages and Marine	Follow Up		

Manor Park Cottages	General Invite		
Northern Decor & More	Follow Up	Rachel	
Northern Retreats	Follow Up		
Paddle Like a Girl	Follow Up		
Pampered Chef	Follow Up	Rachel	
Peace Hill Farm	Follow Up		
Port Carman Marina	Follow Up	Rachel	
Quiet Bay Motel and Café	Follow Up		
RC Weidmark Services	General Invite		
Rockwynn Lodges and Cottages (and Bean on the Dock)	Follow Up	Joan	
Scotty's Boat Tours	Follow Up	Brenda	
SOS Drags	Follow Up		
STRs	Follow Up	Erica	
STR – Jordie Diez	Follow Up	Rachel	
STR – Suranyi and Glenys	Follow Up	Rachel	Regrets – added to follow up list
STR – Justin Bellon	Follow Up	Angela	
Tanners	Follow Up		
Ted Barry	General Invite		
The Caretaker's Guest House	Follow Up		
Trader Ted's	Follow Up		
Village Locks Hairstyling & Barbershop	Follow Up		
Watkins	General Invite		

Windows to the North Gallery	Follow Up		
Sophie and Jeremy (last name to be updated)	Follow Up	Joan	

Laura Brandt

From: Almaguin Highlands Chamber of Commerce
<AlmaguinHighlandsChamberOfCommerce@wildapricot.org>
Sent: March 16, 2026 2:53 PM
To: Laura Brandt
Subject: AHCC Chamber- Information Session- geared to interested Non-Member Businesses



Dear Chamber Members and Community Contacts

We will be hosting a casual style- non-member information session in collaboration with the Municipality of Magnetawan on April 1st from 4pm-6pm

Please see attached flyer for more details-

This session will review the benefits of Chamber Membership for any businesses in the Magnetawan and Surrounding Almaguin area that wish to come by and find out more.

Current Chamber Members are welcome to attend with a companion non-member, however, this session is designed to introduce the AHCC to prospective members, so it may feel more introductory than our usual member programming. Just to clarify, it's not an after-hours networking event.

Hope to see many new faces and looking forward to meeting new businesses!

Please share with your business contacts that this may be of interest to.

[April 1st 2026 - info session Magnetawan- Final .pdf](#)

Regards,

Almaguin Highlands Chamber of Commerce

[Unsubscribe](#)

For **Non-Member Businesses** interested in learning more about the Benefits of Chamber Membership



In collaboration with:



**Magnetawan
Economic
Tourism Committee**

Calling All Magnetawan & Area Entrepreneurs!

**Join us April 1, 2026, from 4pm -6pm at the
Magnetawan Community Centre**

Address -4304 Hwy 520 Magnetawan

for a Chamber of Commerce Membership Info Session

- **Curious about the AHCC Chamber of Commerce and what we can do for you and your business?**
- **Thinking about joining, but want to learn more first?**

- ✓ Pick up an information package
- ✓ Chat with Chamber Directors Peter Gos and Gizella Tscheligi on-site for Q&A
- ✓ A short 15 min. presentation will take place at 5:00 PM highlighting membership benefits, upcoming initiatives, and how the Chamber supports local growth.
- ✓ Reps from the Magnetawan Economic Tourism Committee will also be in attendance for anyone that wishes to connect with them directly.
- ✓ Can't make the 4pm start or can't stay till 6? -Stop by anytime or stay for the full event!

Whether you're a long-time business owner or just getting started, this is a great chance to connect, learn, and explore how we can grow stronger together across the Almaguin region.

Pre: Register at: <https://almaguinhighlandschamberofcommerce.wildapricot.org/event-6613918>
*Registration is optional-but appreciated to give us an idea of numbers-last minute drop-in's welcome

Laura Brandt

From: Almaguin Highlands Chamber of Commerce
<AlmaguinHighlandsChamberOfCommerce@wildapricot.org>
Sent: March 17, 2026 3:28 PM
To: Laura Brandt
Subject: AHCC Chamber Guide Magazine- Insert Option for Advertising



Dear Members and Community Contacts

As many of you are already aware, there will not be a new Community Guide Magazine production this year- (as per our up-date that went out early January).

However, we are producing an exceptionally well crafted insert to go into the existing Guides to be distributed for the 2nd half of 2026.

Please see attached promo flyer with a look at the layout.

If you're interested in this advertising opportunity reach out to

almaguinhighlandschamber@gmail.com for the sizing and rate card.

[Guide Insert- 2026 AD.pdf](#)

[Unsubscribe](#)



ADVERTISE IN THE 2026 COMMUNITY GUIDE INSERT



As was shared with our Members at our Fall AGM and in the emailed early-January community update, the current 2025/2026 issue of the AHCC Community Guide will remain in circulation through the end of 2026.

We will be taking a planned pause on production to redesign & refresh the magazine for future years.

To keep information current, we are introducing a mid-year insert for the second half of 2026.

This insert will update the events section and offer additional advertising opportunities for the remainder of the year, extending the life and relevance of the printed copies already in circulation.

If you'd like more information on the sizing and rates for advertising within the insert reach out to:
almaguinhighlandschamber@gmail.com

Laura Brandt

From: Kim Bester <kbester@powassan.net>
Sent: March 17, 2026 3:30 PM
To: Laura Brandt
Subject: RE: 2026 Powassan Maple Syrup Festival - Tourism Opportunity

Importance: High

Afternoon Laura –

Unfortunately we do not have the interest – this year – to pursue this addition to our festival.

We do however, thank you for providing your EOI and will touch base again early in 2027 if we opt to try moving this forward again.

Thx. K

From: Laura Brandt <lbrandt@magnetawan.com>
Sent: February 18, 2026 10:06 PM
To: Kim Bester <kbester@powassan.net>
Subject: RE: 2026 Powassan Maple Syrup Festival - Tourism Opportunity

Hi Kim

Hope you are doing well 😊

Please find attached our EOI

Thank you

Laura

Laura Brandt, Deputy Clerk Recreation and Communications
*Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0
Phone 705-387-3947 ext. 1002 | Fax 705-387-4875 | lbrandt@magnetawan.com*

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After subscribing make sure to confirm your subscription through the confirmation email.
<https://magnetawan.com/join-our-mailing-list>



On desk March 27/25

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: March 26, 2026 12:22 PM
To: Angela Ramsay; Rob Ross; Joan Lewis; Joan Lewis; Francine Yolkowskie; Francine Yolkowskie; Dave Antle; Fraser, Brenda; livingmagnetawan@gmail.com; Laura Brandt
Subject: METC meeting - 9am, Friday (tomorrow), March 27
Attachments: 2026 Forum, Where do we go from here, draft work plan ideas, questions and calls to action.docx

Hello all,

Just a reminder that our meeting tomorrow / Friday is at **9am at the Community Centre (where the municipal office is located)**.

As discussed, our main topic will be the forum and in particular we are looking for input regarding the "Where do we go from here" section of the planned presentation. The attached draft document was created to help facilitate the conversation - it is a draft only but it builds on the 5 project areas we identified for our work plan at our last meeting. Please give some thought on which project areas you may be interested in leading; is there anything missing that should be considered; any questions we can ask to solicit input; any ideas on additional 'calls to action'.

This document will be added to our package as a table drop but we wanted to get it out to you now so hopefully you have time to review it in advance of the meeting.

Thanks Rob and Brenda for your help!

Thanks,
Rachel

on draft March 27/26

**2026 Tourism Forum – update and discussion
Friday, March 27, 2026**

General notes:

- Confirm attendance (add to registration list – any allergies?)
- Please remember to wear your METC shirt (does everyone have one?)
- Need push to get people registered to help with catering
- Product displays: remind participants to bring promotional materials or products that can be put on display (should some have a standalone booth?)
- Booth displays: Port Carmen Marina, Almaguin Highlands Chamber of Commerce (TBC), etc.

Draft Agenda:

- 10:00am Welcome and Introductions and overview of agenda for the day
- 10:05am METC Update including 2025 Tourism Survey Results and new Tagline & Graphic
- 10:30am Explorers' Edge presentation
- 11:30am METC Future Direction - Where do we go from here? Interactive component and discuss 'calls to action' participants can look at during working lunch
- 12-1pm Working Lunch - Calls to action, booths, information sharing, cake cutting with new logo

Where do we go from here?

Draft Work Plan – Potential Ideas

- The following section builds off the five priorities METC identified at the March 11th meeting. The goal is to help use this document to clarify actions to pursue and identify potential questions or calls to action for the interactive session. **TEXT IS DRAFT ONLY**
- Questions:
 - Do the descriptions match the intention with the identified priority areas?
 - Confirm which projects METC would like to include in 2026/2027 work plan – **identify committee leader(s) for each project**. Do we need to recruit additional help for specific projects?
 - Are there wish list projects on here that METC does not feel there is current capacity to pursue at this time? If yes, should these wish list projects be referenced at the forum to help recruit additional help or flag as a potential future project?
 - Is anything missing that should be considered?
 - What questions can be added to the interactive session?
 - Are there additional calls to action we can incorporate?

Accommodation providers

- Build relationships with accommodation providers – commercial and STRs
- Gather data to provide a picture of how they are doing and how we may be able to measure success – key metrics (e.g. occupancy rates)
- Collaborate to build programs that will help increase their business
- **CALL TO ACTION:** sign up for the group

Tourism Promotional Product Development:

- Web site enhancement
 - Continue to adapt current web site for METC activities – design and technology
 - Manage all content planning and implementation
 - Plan/implement traffic building activities and monitor outcomes
 - Facilitate all links to support marketing programs
 - **CALL TO ACTION:** visit Joan and Francine to review draft content for approval or changes
 - **CALL TO ACTION:** Check out your business directory listing – make sure you are included there, information is current and update with photos
- FAQs
 - **Questions:** Should it be all encompassing and more of a community directory or focused on key questions visitors may ask that are not addressed on the tourism website?
- Itineraries
- Brochure displays – maintain and establish new locations available outside of Heritage Museum operations
- Signage

Merchandise

- Define and put together a program to distribute branded merchandise, as a way to build awareness
- Program to recognizing the role of METC as a non-profit player.

Industry Support

- Relationship Building:
 - Build relationships with other tourism organizations through which we could promote Mag or access resources that would support our local tourism providers.
- Facilitate training and access to supports
 - E.g. host funders forum, WHIMS training, promote training or information sessions provided by others such as Explorers Edge
 - **CALL TO ACTION:** sign up for information on how to become a licensed STA (with Erica Kellogg)
- New Product Development

- Working with local providers to help facilitate new tourism programs that could draw specific groups to Magnetawan
- e.g. Experiential tourism, Boat tours, wolf howls, star gazing events

Updating METC Terms of Reference

- Update to be more reflective of the industry composition
 - **QUESTION:** METC proposes subsets of the local tourism sector be better represented on the committee such as accommodation providers (commercial and licensed STAs). Any other subsets?
- Consider skills matrix to support identified projects
- Ensure non-committee member participation in project activity