



## Magnetawan Economic Tourism Committee (METC)

### Meeting Minutes

March 6<sup>th</sup>, 2025

The meeting of the METC was held on Wednesday, March 6<sup>th</sup>, 2025, 9:00am 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 1:00 pm.

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

*RESOLUTION 2025-10 Ramsay - Lewis*

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

*Carried*

#### **1.4 Adoption of Previous Minutes**

*RESOLUTION 2025-11 Ross - Ramsay*

**BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the February 4<sup>th</sup>, 2025 meeting as presented.

*Carried.*

#### **ITEMS BROUGHT FORWARD**

##### **2.1 South Algonquin – Feedback from networking**

Member Ramsay provided written feedback from the discussions had with South Algonquin. The Committee thanked Member Ramsay for the follow up.

##### **2.2 Wrap Up Almaguin – Official Results**

The Committee reviewed with no discussion the Official Results from Wrap Up Almaguin.

#### **DISCUSSION ITEMS**

##### **3.1 Focus Groups – Further Planning Events**

Members discussed the Draft Stakeholder Engagement Agenda, invite list, draft invitation and the event draft agenda. Members were assigned specific businesses and asked to make cold calls to those businesses as a means to encourage participation in the event while furthering awareness of the Committee.

Upon reviewing the draft invitation, a recommendation to revise the title to Tourism Focus Group was accepted, this change will ensure the event focus is clear. The invitation was then supported to be posted on Municipal platforms and emailed directly to stakeholders in the community.

Discussion around the event took place. Members were made minor revisions to the agenda to create a better flow for the event.

Direction was given to the Secretary to arrange a door prize consisting of Magnetawan swag and to purchase light refreshments for the event.

The Committee decided to meet the Friday afternoon before the event to set up.

*RESOLUTION 2025-12 Lewis - Ramsay*

**BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee receives and approves as the Focus Group invitation and presentation as amended and requests the Municipality of Magnetawan circulate the invitation on Municipal platforms.

*Carried.*

### **3.2 Almaguin Chamber of Commerce – call out for article submissions**

Advertising information pertaining to the annual publication of the Chamber Magazine was provided. This included a media kit. The Secretary provided the Committee with information regarding an article submission by the Municipality which will highlight the Magnetawan Farmers Market.

### **FOR INFORMATION**

#### **4.1 AHHC Newsletter – March 2025**

#### **4.2 Social Media and Marketing in a Crazy World; Zoom Presentation Video Link**

[https://docs.google.com/presentation/d/1t03-iA\\_OsIWN7ZjbII9e5nOTsaNFs3FnUczmKXyTzBg/edit?usp=sharing](https://docs.google.com/presentation/d/1t03-iA_OsIWN7ZjbII9e5nOTsaNFs3FnUczmKXyTzBg/edit?usp=sharing)

### **ADJOURNMENT**

#### **5.1 Adjournment**

*RESOLUTION 2025-13 Ross - Lewis*

**BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee adjourns this meeting at 10:58am to meet again at the call of the Chair.

*Carried.*

Approved by:

Chair Rachel Sullivan

Secretary Erica Kellogg