



Municipality of
Magnetawan

AGENDA

Magnetawan Economic Tourism Committee (METC)

Thursday June 4, 2026, 9:00 am

Ahmic Harbour Community Centre

<https://teams.microsoft.com/meet/25495416446684?p=UkOXnStqixvjAx1VND>

Page #	<u>OPENING BUSINESS</u>
	1.1 Call to Order
	1.2 Adoption of the Agenda
2	1.3 Adoption of Previous Minutes
	1.4 Declaration of Pecuniary Interest
	<u>DISCUSSION ITEMS</u>
7	2.1 Update Communicating Protocol and Proposed Changes to Operation of Committee
	2.2 METC Workplan Updates
	2.2.1 Proposed Changes to Terms of Reference *ON DESK
	2.2.2 Tourism Promotional Product Development
8	Signage and Brochure Racks
10	Outcome Signage Heritage Museum Centre
	Website Development
18	Update of Discovery Routes Adventure Trail Maps Partnership Opportunity
	Development of Generic Tourism Promotions Presentation
	2.2.3 Establishing Ongoing Dialogue with Accommodations Providers
19	Outreach to Accommodation Providers
24	Accommodation Provider's Survey Results
	2.2.4 Merchandise
26	Staff Suggestions re Give-away "Swag" Opportunities
	2.2.5 Industry Support
	Outreach to OMAFRA re Possibility of Redoing a FICE Program
31`	2.3 Update Copyright Magnetawan-of-a-kind
	2.4 Development of Brand Use Guidelines
33	2.5 Ministry of Northern Economic Development and Growth Social Media Campaign
35	2.6 2025 YTD Budget & 2026 YTD Budget
39	2.7 Update Umbrella Stands
41	2.8 Explorers' Edge 2026/2027 Partnership Program Video
44	2.9 Metroland Magazine Advertisement Opportunity
57	2.10 Pavilion Bike Share Signage Opportunity
	<u>FOR INFORMATION</u>
60	3.1 Almaguin Highlands Chamber of Commerce May Newsletter
65	3.2 Final Project Report Wayfinding and A.J.Casson Interpretive Board - Erica Kellogg
70	3.3 Thank You and Follow Up Correspondence 2nd Annual METC Forum
72	3.4 Discovery Routes Trails Organization & Trans Canada Trail Social Media Posts Dam Trail Upgrades
74	3.5 Celebrate Leekfest in the Mag Poster
75	3.6 Call for Artists Poster
76	3.7 Call for Concession Stand Operators Poster
77	3.8 Music in the Park Poster
	<u>ADJOURNMENT</u>
	4.1 Confirm the Proceedings of Committee and Adjourn



Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

Monday April 20, 2026

10:00 AM

Ahmic Harbour Community Centre

4304 Highway 520, Magnetawan

Committee members in attendance:

Chair Rachel Sullivan
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross
Francine Yolkowskie

Regrets

Vice Chair Angela Ramsay
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 2026-15 Fraser-Lewis
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 2026-16 Bishop-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.

DISCUSSION ITEMS

2.1 2026 Tourism Forum - Debrief and Identify Next Steps

The Committee discussed the outcome of the Forum and next steps associated with the draft work plan. The budget for the event was \$5,000 and final costs totalled \$1,859.62. Committee Members have heard positive feedback from the attendees.

Tourism Promotional Product Development:

- **Website Enhancement:** Committee Member Yolkowskie discussed how attendees were more interested in obtaining tech support rather than reviewing their draft business directory listing. Committee member Ross advised the Committee that Kurt offered to review website content. Chair Sullivan advised that the Secretary had started a new page for the Committee and that currently it is live but hidden. As soon as the content is drafted the Secretary can post it to the website. The Secretary advised that a summer student would not be able to help at this time.
- **Brochure Displays:** Committee Member Lewis is planning a road trip to get brochures and can ask about the business directory listing. Committee Member Lewis has also been investigating an outdoor brochure rack. Algonquin Fine Foods offered to have a rack on their outdoor porch which could be a suitable location as it will be covered and more secure. (Further discussion regarding brochure racks took place under item 2,4)

Establishing on going dialogue with Accommodation Providers

Committee Member Ross and Bishop discussed the small numbers that attended from the accommodation sector. One STA licensed owner attended and Committee Members were able to gain valuable feedback from the owner. The Committee discussed having a workshop to help provide insight to potential STA operators about the licensing process. Committee Member Bishop has reviewed STA platforms and it appears that STA providers are already 80% booked for July and August (or times have been blocked by the owner) as well it appeared a lot of the other accommodation providers are also booked up. The Committee discussed circulating another online exit survey to renters. Similar to the last survey a QR code could easily be distributed to all accommodation providers providing a link to the survey. The Secretary will reach out to Staff to see which accommodation providers gave permission for their contact information to be shared with METC as part of a recent survey. Committee members Ross and

Bishop will look at meeting in person with different accommodation providers. A draft blurb will be provided to the Deputy Clerk of Planning and Development to help with reaching out to STAs.

The Committee further discussed what would be helpful tools for accommodation providers. The draft FAQ's could work but maybe the Committee should be looking at a comprehensive community directory. It could be extremely helpful to have all information in one repository which could then be used for different things such as a welcome book and the website.

Merchandise:

Committee member Ross and Antle have a meeting with the owners of the Magnetawan Bait and Tackle about how they manage merchandise. As well they would like to speak to the owner of Silver Screen Printing.

Industry Support:

Based on feedback at the forum, the Committee agreed to maintaining an annual forum around the same time every year so that the community knows when to expect it. Planning can begin earlier. Committee Members discussed that the next forum should have break out sessions covering topics such as tech support and how to use social media. Maybe consider business panels featuring local operators and success stories. Open the forum a half hour earlier to encourage everyone to show up and get settled so presentations can begin at 10am. Committee Members Fraser and Sullivan to look at a few dates to consider.

Proposed changes to Terms of Reference

Chair Sullivan notes she obtained samples from other communities and will work to prepare a draft for review at the next meeting. The Committee recapped the feedback received at the forum regarding the mandate of the Committee which was centred on Committee composition. Composition suggestions included representation from business owners, arts and culture, food and beverage and the accommodations sector.

2.2 Explorers Edge Women in Tourism Event Thursday April 23, 2026

The Secretary advised the Committee that if anyone would like to go to please reach out.

2.3 Visitor Exit Survey with Explorers Edge

The Secretary advised the Committee that Explorers' Edge mentioned in their presentation that they could provide the Committee with a visitor exit survey. Committee Member Ross and Bishop will reach out to see if they could forward us a copy.

2.4 Heritage Centre Museum Sign

The Committee discussed the changing of the current signage at the Heritage Centre Museum. The Secretary advised the Committee that due to the Museum being located on a Provincial Highway that it is subject to obtaining permission from the MTO for a new sign. Committee Member Lewis has taken pictures of the current signage and has obtained a quote from Signcraft in the amount of \$650 to replace one of the existing signs. The Committee discussed colour of lettering as well as the colour of the border. The Secretary advised that one thing the Committee must consider is to minimize obstructions for drivers. Committee Member Lewis's husband will refine the sketches of the design of the sign to include blue lettering.

Committee Member Lewis will collaborate with the Secretary to coordinate the installation of the sign when approved by Council. The Secretary will ensure that the Committee's request is put on a future agenda of Council. Committee Member Lewis will also reach out to Signcraft regarding the purchase of outdoor brochure racks. The Committee approved a budget of \$10,000 for brochure racks and signage. The Secretary advised the Committee that the sign and request for changing the name of the Heritage Centre Museum to the Heritage Museum and Visitor Centre requires Council approval.

2.5 Update on File Transfer for Magnetawan-of-a-Kind Logo

Committee Member Ross advised the Committee that the file is to be completed by April 22 and he will follow up with Les regarding getting the colour finalized and obtaining the final files.

2.6 Umbrella Stands for Branded Umbrellas

The Secretary advised the Committee that the six umbrellas that were purchased last fall do not have any metal stands to go with them. The Secretary advised the Committee that not having the umbrellas secured to a metal stand could be a potential liability. The Committee approved a budget of \$1,000 for the Secretary to purchase six umbrella bases.

FOR INFORMATION

- 3.1 Explorers Edge March 2026 Newsletter
- 3.2 Almaguin Highlands Chamber of Commerce April 2026 Newsletter
- 3.3 Almaguin Highlands Chamber of Commerce April 23 Networking Event
- 3.4 Discovery Routes Adventure Trails Map Partnership Opportunity
- 3.5 OCAO Newsletter Spring 2026 Magnetawan Article
- 3.6 Trans Canada Trail April 10, 2026, Newsletter Article
- 3.7 Music in the Park Poster
- 3.8 2nd Annual Magnetawan Leekfest Poster, Soup Contest & Foraging Poster
- 3.9 1st Quarterly Report from Deputy Clerk Laura Brandt

The Committee discussed purchasing the updated trail map (Item 3.4). 50 maps were purchased last year at a cost of \$10 per map and then offered for sale at a discounted price of \$5.00. Only three maps were sold last year between the Heritage Centre Museum and Municipal Office. The Committee discussed the changes being made to the map. The Committee decided to move forward with the purchasing of 50 maps for \$250. Once the map is updated, the Committee asked the Secretary to reach out to the Trail Map representative to advise them that we will support the initiative in exchange for the new maps.

The Committee also discussed the 2nd Annual Leekfest. Some Committee members have booths at the event but may be able to help other METC members throughout the day. Committee Members Bishop and Lewis can help Chair Sullivan hand out stickers to help have a more accurate attendance number.

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

RESOLUTION 2026-17 Yolkowskie-Bishop

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 12:00 pm to meet again on June 4, 2026, at 9am or at the call of the chair.

Carried.

Approved by:

Chair

Secretary

Laura Brandt

From: Rachel Sullivan
Sent: May 13, 2026 3:05 PM
To: Laura Brandt; Angela Ramsay; Kerstin Vroom
Subject: METC - update on communicating protocol and proposed changes to the way the committee operates

Hello everyone,

Angela and I had a good meeting with Laura and Kerstin last week and we wanted to share an update with you regarding the way METC communicates and a suggestion on how we could operate going forward (subject to Council approval).

1) Communications - the need to use blind copy emails when communicating with the committee or a quorum of committee

As a municipally-appointed committee we have to follow municipal protocols. As you've probably noticed, I have very recently started to send blind copy emails out and we will need to continue this practice whenever communicating with the committee as a whole or whenever enough members are included to constitute a quorum of the committee. As we have 8 appointed members, our quorum is currently 5 (50%+1). This rule applies regardless of the nature of the email. Please note this clarification came about as a result of updates I was sending out - I incorrectly thought that simple updates, etc, would be fine but now that this has been clarified, we wanted to share this information with you.

2) Updated Terms of Reference - proposing more autonomy (subject to Council approval)

During the chat it was recognized that we are an active committee! As such, the thought is to use our updating of the Terms of Reference as an opportunity to ask Council for additional autonomy. The following is a draft that was prepared with staff assistance:

As an action-oriented committee METC, will have additional autonomy to move forward with initiatives in a timely manner. To accommodate this more flexible model, the Committee will be able to meet on an informal basis without Municipal Staff. These sessions would be centered around planning, information gathering, project development, general discussion and advancing projects at a working level. These sessions will still be open to the public (in person or electronically) to ensure transparency. Notes from these sessions would be provided to Municipal Staff for their review and comments if necessary and for inclusion in the next official committee meeting agenda package. To facilitate reporting through the typical municipal structure, official committee meetings will be held at least quarterly and would include Municipal Staff participation. Key items to be included in the official meetings include the annual appointment of the Chair, Vice Chair and Secretary as well as the approval of the annual work plan.

This text is in draft format only and we can discuss it at our June 4th meeting. I will try to prepare a more fulsome draft of the Terms of Reference for your review and consideration. The intent is to provide us with more flexibility. Once we have a draft we (METC) are happy with, we will then need to present it to Council for approval.

Laura, Kerstin and Angela - please feel free to add anything I may have missed.

Laura Brandt

From: Rachel Sullivan <[redacted]>
Sent: April 29, 2026 9:27 AM
To: Angela Ramsay; Rob Ross; Joan Lewis; Joan Lewis; livingmagnetawan@gmail.com; Dave Antle; Fraser, Brenda; Francine Yolkowskie; Francine Yolkowskie; Laura Brandt
Subject: Update re signage approval request going to Council and final logo
Attachments: METC Request for Council approval to update signage at Magnetawan Heritage Museum, visuals.docx

Good morning all,

Joan has made great progress with the signage initiative and we're set to do a deputation to Council seeking approval for the new signs next week, Wednesday, May 6th. As discussed at our last meeting, Joan and Brad worked with Signcraft to prepare a couple of mock-ups of the sign design Brad prepared (see attached). The proposed signage adds "Visitor Centre" and both the municipal and tourism logos and follows the existing signage footprint to avoid additional approvals with MTO - we are updating / refreshing previously approved signage. Costs are consistent with what Joan reported - approximately \$650 for the signs and installation will cost approximately \$560. The sign is a synthetic composite used for outdoor signage (rather than metal) which is why the cost is lower than we expected.

The following is text from our Deputation Request:

The METC is requesting Council permission to update signage at the Magnetawan Heritage Centre Museum to incorporate a reference to the Visitor Center. During the 2024 Focus Group session (the inaugural annual METC forum), participants identified the need to establish a visitor center and related materials (e.g. brochure racks) as a top priority. As a result, the Heritage Museum was identified as the best option and brochure racks were purchased by METC and placed in the building. METC worked with the local tourism industry to populate the racks. With the 2025 summer season fast approaching, temporary signage was purchased to help highlight the addition of visitor information at the location. In advance of the 2026 summer season and with the recent approval of the new tourism logo, METC is requesting that more permanent signage be approved. The new signage provides an opportunity to 'refresh' existing signage while also advertising the visitor information component to the building. It also provides an opportunity to showcase the municipal and tourism logos. The sign would be placed in the footprint of existing signage therefore minimizing impact and the need for additional approvals. A mock-up of the sign options is attached along with photos showcasing existing signage. The cost of the two signs (approximately \$650) and installation (approximately \$560) would be covered under the METC budget.

Joan and I will be there for the deputation - so feel free to join us! (Wednesday, May 6th at 1pm)

Note re building name: One thing to note is that the current sign refers to the building as the Magnetawan Heritage Centre but the the name varies - on the website, it is referred to as the Heritage Centre Museum, the Magnetawan Heritage Centre Museum and the Magnetawan Historical Heritage Centre Museum; a pamphlet calls it the Magnetawan Heritage Centre; on an earlier sign it was called the Magnetawan Historical Museum. So hopefully, if this request gets approved, we can establish some consistent language.

Logo update:

We now have the final files from the designer which includes white, black and a blue-grey colour option.



A big thank you to Joan and Brad! It will be great to move forward and have the new signs in place for the summer season!

A big thank you to Rob as well for helping to establish our tagline and new logo! It has been great to have the professional support from Les and Kurt but Rob was our champion to help see this project through!

Thanks,
Rachel



COUNCIL DEPUTATION REQUEST

Written submissions, background information, presentations and speaking notes for consideration by Council must be submitted to the Clerk's office at least 7 (seven) days prior to the set meeting date.

PLEASE PRINT

COUNCIL DATE REQUESTED: Wednesday, May 6, 2027 (subject to availability)

SUBJECT: Requesting permission to update signage at Heritage Museum to incorporate reference to Visitor Centre

NAME: Magnetawan Economic Tourism Committee (METC) Representatives: Joan Lewis and Rachel Sullivan

ADDRESS: POBox323 Magnetawan, ON P0A 1P)

PHONE: HOME: _____ BUSINESS: _____

EMAIL ADDRESS: _____

NAME OF GROUP OR PERSON(S) BEING REPRESENTED: (if applicable)

Magnetawan Economic Tourism Committee (METC)

BRIEF STATEMENT OF ISSUE OR PURPOSE OF DEPUTATION (you may attach additional information)

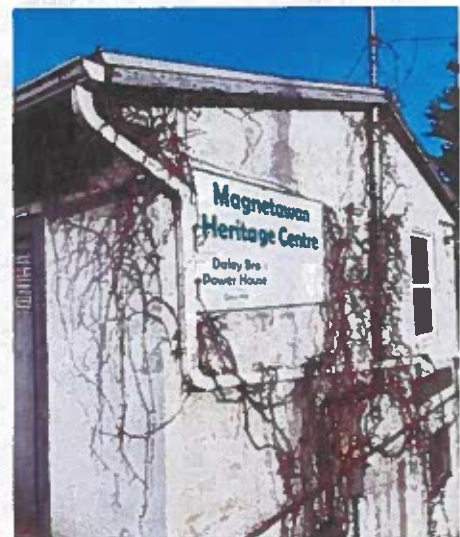
The METC is requesting Council permission to update signage at the Magnetawan Heritage Centre Museum to incorporate a reference to the Visitor Center. During the 2024 Focus Group session (the inaugural annual METC forum), participants identified the need to establish a visitor center and related materials (e.g. brochure racks) as a top priority. As a result, the Heritage Museum was identified as the best option and brochure racks were purchased by METC and placed in the building. METC worked with the local tourism industry to populate the racks. With the 2025 summer season fast approaching, temporary signage was purchased to help highlight the addition of visitor information at the location. In advance of the 2026 summer season and with the recent approval of the new tourism logo, METC is requesting that more permanent signage be approved. The new signage provides an opportunity to 'refresh' existing signage while also advertising the visitor information component to the building. It also provides an opportunity to showcase the municipal and tourism logos. The sign would be placed in the footprint of existing signage therefore minimizing impact and the need for additional approvals. A mock-up of the sign options is attached along with photos showcasing existing signage. The cost of the two signs (approximately \$650) and installation (approximately \$560) would be covered under the METC budget

Personal information on this form will be used for the purposes of sending correspondence relating to matters before Council. Your name, address, comments, and any other personal information, is collected and maintained for the purpose of creating a record that is available to the general public in a hard copy format and on the internet in an electronic format pursuant to Section 27 of the *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c.M.56, as amended. Questions about this collection should be directed to the Clerk's office at clerk@magnetawan.com or 705 387 3947

Submission of this form does not automatically guarantee you will be granted a deputation. The Clerk will notify you of the date and time for your deputation.

METC Request for Council approval to update signage at Magnetawan Heritage Museum

Existing Signage:



Proposed Signage Options:

Option 1 (front and side signs):



Option 2 (front and side signs):



Laura Brandt

Subject: FW: Deputation and Follow Up to METC Emails

From: Rachel Sullivan
Sent: May 1, 2026 10:41 AM
Subject: Fwd: Deputation and Follow Up to METC Emails

Hello METC,
As per the direction from staff, I am blind copying you on this email. So you are aware, the deputation for next week has been cancelled. Some concerns have been identified which are outlined in the email chain below. The email exchange also notes some concerns and suggestions related to how the committee operates. I believe the information and suggestions contained within the emails warrants a committee meeting and I have recommended that the CAO be included.
Thank you,
Rachel

----- Forwarded message -----

From: Rachel Sullivan
Date: Fri, 1 May 2026 at 10:37
Subject: Re: Deputation and Follow Up to METC Emails
To: Laura Brandt <lbrandt@magnetawan.com>
Cc: livingmagnetawan@gmail.com <livingmagnetawan@gmail.com>, Kerstin Vroom <Clerk@magnetawan.com>

Hi Laura,
I appreciate the suggestions and information. As per your direction, I will share your information and suggestions with METC as a blind copy email, as I believe it all warrants a conversation with the whole committee and so they are informed that the deputation for next week has been cancelled. I would suggest that the CAO be involved with the discussion with METC.
Thanks,
Rachel

On Thu, 30 Apr 2026 at 17:02, Laura Brandt <lbrandt@magnetawan.com> wrote:

Hi Rachel

I agree this is new information.

I do know that you are ethical and passionate about the Committee and have the best intentions in mind, but unfortunately when you send the Committee updates and do not blind copy the members, if any of them reply back – it can be considered a closed meeting.

As you are working on updating the mandate I think that this might be an opportunity to look at how the Municipality can best support the Committee as it is my understanding that the Committee was created that eventually it would move towards an independent board and that MAT tax would be charged in the future.

One approach to help could be for Committee members to meet more regularly on an informal basis, with those sessions clearly identified as working sessions. These sessions would still be open to the public to ensure transparency. The purpose would be limited to planning, information gathering, project development, general discussion. and advancing projects at a working level. These sessions could be done on Zoom or in person and they could last as long as the Committee needed to help move business along. A brief synopsis of each of these sessions could then be prepared and submitted for inclusion in the next “official” Committee agenda package. Staff at this time could also review the synopsis and advise you and the Committee if there is anything that needs to be brought to the Committee’s attention.

Staff could organize and attend a formal Committee meeting quarterly where motions could be passed, decisions made and formal direction given.

I’m happy to discuss this further as my intent is to support the Committee as best I can

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

Join our Magnetawan News, sign up today to learn about important matters.

After subscribing make sure to confirm your subscription through the confirmation email.

<https://magnetawan.com/join-our-mailing-list>



This message (including attachments, if any) is intended to be confidential and solely for the addressee. If you received this e-mail in error, please delete it and advise me immediately. E-mail transmission cannot be guaranteed.

From: Rachel Sullivan
Sent: April 29, 2026 5:33 PM
To: Laura Brandt <lbrandt@magnetawan.com>
Cc: livingmagnetawan@gmail.com; Kerstin Vroom <Clerk@magnetawan.com>
Subject: Re: Deputation and Follow Up to METC Emails

Thanks Laura.

This information about the museum is new information and I can see how there are a number of concerns that need to be worked through. We would not want to put the municipality at risk in any way. I think you have made it clear that proceeding with a deputation at this time is not a good idea. I believe this issue would be better dealt with at an in-person meeting rather than by email.

As for the mandate review, that has always been centred around committee composition to make more of an effort for the committee to be more representative of the industry it is intended to represent. There have been no discussions with METC about moving towards a separate independent organization. I believe that issue was tied to whether or not the municipality decides to proceed with a MAT tax and would then need to establish a separate non-profit. Happy to discuss with the committee though taking over Secretary duties. We'll need to understand how that works with staff roles on the committee so maybe helpful to chat about this issue as well.

As for my update email to the Committee, it was only to provide an update on work that committee members were provided direction on at a previous meeting (letting the committee know the signage project required Council approval and efforts were being made to make that happen; and the final logo

files have been received). No new business was being conducted. I felt the update was especially important as we were expecting to have two members present to Council. I do understand and appreciate your concern with transparency and I believe I conduct myself in a highly ethical way. When business is not being conducted and we are simply providing updates is it possible that copies of the updates just get included in our next information package? Do we need to handle any Chamber invite or training information in a similar way as these things often are timed in such a way that they cannot wait to be dealt with at a future meeting?

I would suggest those of us on this email all meet to discuss.

Thanks,

Rachel

On Wed, 29 Apr 2026 at 16:06, Laura Brandt <lbrandt@magnetawan.com> wrote:

Hi Rachel

I have made your changes to the minutes and will make sure they get circulated to the Committee Members, posted on the website as well as in the agenda for the next meeting of Council.

I will also when time and workload allow look into getting the copyrighting for the METC Tourism Logo.

I have done some preliminary research of what the changing of the name and function to a museum/information centre means for funding. We have in the past applied for and have been successful in receiving funds specifically for the museum. If the Museum shifts towards being a tourism/info centre then we will not be eligible for museum-specific funding streams and we no longer will be able to be a member of the Ontario Museum Association. Further, the municipality would no longer be eligible for any grants under the Department of Canadian Heritage, which is concerning especially since we are still assessing the damage to our log cabin due to the flooding. We may have to do substantial repairs to the foundation which would include jacking up the cabin, which are estimated to be over the \$10,000 to \$15,000 mark. Staff will be required to make Council aware of these potential impacts.

Further, I am looking for the agreement between the Province and the Municipality, as the Museum is owned by the Province, and I want to ensure that we are not violating any terms of our lease agreement.

Also, I do have some concerns as I am unsure as to what the Committee's expectation is of the students. I do want to ensure that the Committee understands that the Staff at the Museum are students and they may not be familiar with the area to the level that I feel the deputation is alluding to.

In my opinion, at this time, it may be in the Municipality's best interest, to have a stand-alone 'visitor centre' sign hanging from above the front door.

Lastly as the mandate is being reviewed, the Committee may want to move towards having the board appoint a secretary from within its members especially as the intent was to move towards an independent self-sustaining board.

I once again want to caution you about emailing the Committee as a whole and not blind copying members. As discussed previously, this email correspondence is considered a closed meeting and as the Committee is a Committee of Council it must abide by the same rules as set out in the *Municipal Act*. Members of the public can contact the Integrity Commissioner and/or Ombudsman, and Committee members could be subject to discipline.

As I am sure you can understand, as a staff member and Secretary of the Committee, it puts me in a position where it would appear that I am not advising the Committee of the risk of this behaviour, and I do not want to be associated with illegal closed meetings.

If you would like to move forward with the deputation as it stands, please let me know and I will include it and the information provided to you in this email in the Agenda Package for the next Council meeting.

Laura

Laura Brandt

From: Jennifer McCourt <jennifer@discoveryroutes.ca>
Sent: May 27, 2026 11:39 AM
To: Laura Brandt
Subject: Re: New Adventure Trails Map Partnership

50 maps for \$250

Hi Laura,
The new trail maps have not gone to print yet. We are still finalizing some of the new content with our Indigenous partners. At this point, I anticipate they will be available in July. We will send out a note via email to all our partners when they are ready.
Have a great day.
Jennifer

On Wed, May 27, 2026 at 11:16 AM Laura Brandt <lbrandt@magnetawan.com> wrote:

Hi Jennifer

Hope you are doing well today 😊

Just reaching out to see when the new trail maps would be delivered?

Thanks so much

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

Join our Magnetawan News, sign up today to learn about important matters.

After subscribing make sure to confirm your subscription through the confirmation email.

<https://magnetawan.com/join-our-mailing-list>

Laura Brandt

From: Rachel Sullivan
Sent: May 8, 2026 2:21 PM
To: livingmagnetawan@gmail.com
Cc: Rob Ross; Erica Kellogg; Laura Brandt
Subject: Re: Outreach to Accommodation Providers
Attachments: Tourism website, introductory letter to local operators to help provide and update web content.docx

Hi Bill and Rob,

Coincidentally, as part of my role with the website working group, I have started to reach out to commercial accommodations to get their input / approval on draft content. We prepared a draft letter (sample attached). I could modify the letter going forward to reference this outreach work to commercial operators and I can handle the email replies for this group. Question though - if you're away until June do you want to put this message out now or wait until you are back? Or is it okay to proceed now and Bill can handle any follow up? Laura is in the loop on this letter we prepared and we were just chatting about other things and we thought it could be good to coordinate our outreach if timing worked for you both. Let me know what you think.

Thanks,
Rachel

On Thu, 7 May 2026 at 10:05, Bill Bishop <livingmagnetawan@gmail.com> wrote:
Thanks Rob,

Will take a look at it tomorrow night when I get home.

Bill

Sent from my iPhone

On May 7, 2026, at 9:54 AM, Rob Ross <RRoss@cambridgeforums.com> wrote:

Bill & Rachel,

Attached is a draft of the message I would propose we send to the two groups of accommodation providers – STA's and the commercial operators.

I am off today and won't be diligent about responding to emails. Please make any changes you see fit and then either Erica or Laura can send it to the appropriate folks. I'm suggesting that replies go directly to them.

Subject: Magnetawan Tourism Page and Online Directory

Dear **Accommodation Provider**,

My name is **Rachel Sullivan** and I am a volunteer member of the Magnetawan Economic Tourism Committee (METC). Our mandate is to help promote the local tourism industry. One of our current initiatives is to work with municipal staff to develop a tourism section of the municipal website (<https://magnetawan.com/coming-soon>) as well as update the online business directory (<https://magnetawan.com/explore/business-directory>). We are reaching out to you to help with this endeavor.

As a local **accommodation provider**, we would like to make sure you are included in the business directory and the tourism section where we are anticipating a page featuring **accommodation providers**. On the planned "Where to Stay" page, we have identified **four** key groups of **accommodation providers**:

- 1) Inns, Hotels and Motels
- 2) Bed and Breakfasts
- 3) Cottages and Camping
- 4) Licensed Short Term Accommodation

To help with content development, we have made a suggestion of the category you may fit in and drafted potential text based on a review of your current business directory listing (<https://magnetawan.com/explore/business-directory/a-touch-of-grace-bed-breakfast>) and / or your website (<http://www.atochofgrace-bb.com/>). We would appreciate it if you could review and approve the proposed content and category. It would also be great if you could share photos we could include with your description and possibly throughout the tourism web pages.

If you do not wish to be promoted on the tourism page or business directory, please let us know.

Draft

Category: **Bed and Breakfasts**

Draft Material:

A Touch of Grace Bed and Breakfast

Contact Name: Grace Campbell

Address: 203 West Street, Magnetawan, ON, P2A 1P0

Phone: (705) 783-8261

Email: atochofgrace.bb@gmail.com

Website: <http://www.atochofgrace-bb.com>

Grace & Manny will warmly welcome you to A Touch of Grace B&B, located in the historic village of Magnetawan. Come and be pampered in our luxurious accommodations. In the mornings, wake up with a freshly brewed cup of coffee or tea, sit and watch for wildlife or just enjoy the view while relaxing in the sun porch. Guests often gather here to renew their spirit in the peace and tranquility of this restful atmosphere. After a day out exploring the area, fishing boating or just making new friends, bring your favourite bottle of wine and enjoy a glorious sunset.

Each of our rooms has its own distinctive flavour and charm. They have been decorated and furnished with our guests' comfort in mind. The entire bed and breakfast is decorated with a mix of traditional and antique furniture. Complimentary bottled water and snacks will be provided for your enjoyment. We know you will appreciate the extra touches to make you feel at home in our home.

We cater to larger groups who wish to book the entire B&B for that special occasion.

Other meals can be arranged as well as special menus.



If you would like to verify that this work is being done in cooperation with the municipality, please contact Laura Brandt, Deputy Clerk Recreation and Communications (lbrandt@magnetawan.com; 705-387-3947).

Let me know if you have any questions or concerns. Thank you for all you do to help support and grow our community!

Much appreciated,
Rachel Sullivan
On behalf of the METC

Attached is a draft of the message I would propose we send to the two groups of accommodation providers – STA's and the commercial operators.

I am off today and won't be diligent about responding to emails. Please make any changes you see fit and then either Erica or Laura can send it to the appropriate folks. I'm suggesting that replies go directly to them.

Cheers,

<Outreach to Accomodation Providers - May 26.docx>

Laura Brandt

From: Bill Bishop <livingmagnetawan@gmail.com>
Sent: May 9, 2026 8:40 AM
To: Rob Ross
Cc: Rachel Sullivan; Erica Kellogg; Laura Brandt
Subject: Re: Outreach to Accommodation Providers

Hi Rob,

Sorry for this late response Rob, been out of town for a couple of days...

I like the idea of sending out an invitation via email, it gives providers a "heads up".

I am assuming that the invitation is an opportunity for us to pitch the idea of providers including our tourism link in their advertising platforms and/or in the provider's confirmation letter after a rental has been booked; and requesting renters to submit an online survey describing what they "did in Magnetawan", e.g. where shopped/visited, hiked trails?, attended events, etc.?

If so, a couple of thoughts :

1. For the STAs: I think we should consider sending to just current licensed operators at this time, as these are the folks that are legally operating.

Down the road I think a separate invitation could be sent to past operators and new individuals interested in operating, perhaps with the Municipality offering some kind of worksop/information session. And during those sessions, we can outline how METC can assist these new operators. More discussion is needed here.

2. For the commercial operators: maybe consider adding another choice of contact, i.e. a personal visit along with email or phone call.

Thanks,

Bill

On May 7, 2026, at 9:54 AM, Rob Ross



wrote:

Bill & Rachel,

Laura Brandt

From: Rachel Sullivan
Sent: April 29, 2026 11:29 AM
To: Erica Kellogg
Cc: Laura Brandt; livingmagnetawan@gmail.com; Rob Ross
Subject: Accommodation Providers survey results

Hi Erica,

I believe you may be away for a bit so when you are back, are you able to send us any survey responses that came in from the accommodation providers survey? I know some responses were included in different agenda packages but it would be helpful for us to have them in one place. For those that agreed to share their contact details with METC, can you also make note of that information as I don't believe it was included in the agenda packages?

I've copied Rob and Bill as they are taking the lead working to establish connections with accommodation providers. They may be in touch about future messaging to licensed STAs that we do not have contact details for.

Hope you had / have a great time out east!

Thanks,
Rachel

Laura Brandt

From: Rachel Sullivan
Sent: May 7, 2026 4:22 PM
To: Erica Kellogg
Cc: Laura Brandt; livingmagnetawan@gmail.com; Rob Ross
Subject: Re: Accommodation Providers survey results

Thanks Erica!
Much appreciated!

On Wed, 6 May 2026 at 15:02, Erica Kellogg <ekellogg@magnetawan.com> wrote:

<https://magnetawan.com/content/government/agenda-december-8th-2025.pdf>

Rachel, seeing you today reminded me I had this email still to respond to. I've added the responses I have and copied the link to the package. I know we went out twice with the email requesting this feedback, this is all I have.

Sorry for the delay

Erica

Erica Kellogg | Deputy Clerk – Planning & Development

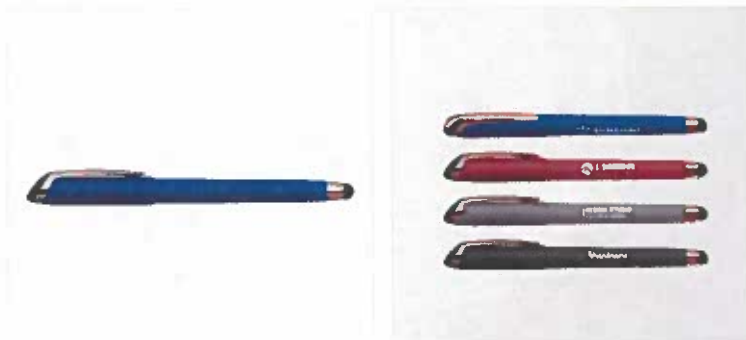
Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0

Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

Join our Magnetawan News, sign up today to learn about important matters.

After subscribing make sure to confirm your subscription through the confirmation email.

<https://magnetawan.com/join-our-mailing-list>



Maria Gel Pen with Rose Gold Trim

★★★★★ 154 reviews

MSZ

Ships in 4 business days

Production time begins once the order is confirmed and any artwork is approved

Barrel Colour: Navy Blue



Ink Colour: Black



Quantity

Quantity	Original Price	New Price	Subtotal
<input checked="" type="radio"/> 100	\$1.67	\$1.25	\$125.00
<input type="radio"/> 150	\$1.53	\$1.15	\$172.50
<input type="radio"/> 250	\$1.39	\$1.04	\$260.00
<input type="radio"/> 500	\$1.29	\$0.97	\$485.00
<input type="radio"/> 1000	\$1.25	\$0.94	\$940.00
<input type="radio"/> 1500	\$1.22	\$0.92	\$1,380.00
<input type="radio"/> 2500	\$1.19	\$0.89	\$2,225.00
<input type="radio"/> 5000	\$1.18	\$0.89	\$4,450.00

Save \$42.00 over minimum-quantity pricing!

[Customize product](#)

Price

~~\$192.00~~ **\$150.00**

Up to 25% OFF Select Styles | No Code Needed!

Home > Search results

figet pen

Customer Rating

- ★★★★★ & Up (15)
- ★★★★ & Up (15)

Product colour

- | | |
|---|---|
| <input type="checkbox"/> Assorted (27) | <input type="checkbox"/> Light Green (7) |
| <input type="checkbox"/> Beige (1) | <input type="checkbox"/> Multi-Colour (1) |
| <input type="checkbox"/> Black (29) | <input type="checkbox"/> Orange (12) |
| <input type="checkbox"/> Blue (29) | <input type="checkbox"/> Pink (9) |
| <input type="checkbox"/> Brown (2) | <input type="checkbox"/> Purple (10) |
| <input type="checkbox"/> Burgundy (10) | <input type="checkbox"/> Red (38) |
| <input type="checkbox"/> Dark Blue (19) | <input type="checkbox"/> Royal Blue (7) |
| <input type="checkbox"/> Gold (1) | <input type="checkbox"/> Silver (5) |
| <input type="checkbox"/> Green (16) | <input type="checkbox"/> Teal (8) |
| <input type="checkbox"/> Grey (23) | <input type="checkbox"/> White (19) |

63 products

Sort By Relevancy



Engraved Orbit Soft Touch Fidget Pen

\$1.85 - 2.65

★★★★★

Order as few as 50



Engraved Recycled Dice Fidget Pen

\$1.76 - 2.58

★★★★★

Order as few as 30



Slider Fidget Pen with Gunmetal Trim

\$0.62 - 0.80 ~~\$1.33 - 1.99~~

Order as few as 100
Ships within 4 business days*

Minimum quantity
\$1.76-2.80

30.07-1.07

39.01-10.05

30.89-1.11

Quantity
\$0.83-1.06

Price
\$0.84-1.11



Engraved Camo Carabiner Keychain

★★★★★ 47 reviews

FHG

Ships in 4 business days

Production time begins once the order is confirmed and any artwork is approved

Quantity

Enter your quantity, or drag the slider below for the best quantity and price for you.



Quantity

240

Price

~~1.82~~ \$0.73/unit

Save \$326.40 over minimum-quantity pricing!

Customize product

Price

~~\$461.88~~ **\$200.20**

Low Price Guarantee - If you find it for less, we'll match it. [Learn more](#)

Feedback

\$1.49-2.39

\$1.08-1.60

\$0.96-1.67

\$1.35-2.59

\$1.41-1.95

\$1.69-2.59



Full Colour Hughes Gel Pen with Rose Gold Trim

★★★★☆ 57 reviews

AGY

Ships in 4 business days

Production time begins once the order is confirmed and any artwork is approved

Barrel Colour: Black



Ink Colour: Blue



Quantity

Quantity	Original Price	New Price	Subtotal
<input checked="" type="radio"/> 100	\$2.02	\$1.62	\$162.00
<input type="radio"/> 150	\$1.88	\$1.50	\$225.00
<input type="radio"/> 250	\$1.74	\$1.39	\$347.50
<input type="radio"/> 500	\$1.62	\$1.30	\$650.00
<input type="radio"/> 1000	\$1.57	\$1.26	\$1,260.00
<input type="radio"/> 1500	\$1.54	\$1.23	\$1,845.00
<input type="radio"/> 2500	\$1.51	\$1.21	\$3,025.00
<input type="radio"/> 5000	\$1.48	\$1.18	\$5,900.00



Demo Recycled Breakaway Lanyard

KBH

 **Ships in 4 business days**
 Production time begins once the order is confirmed and any artwork is approved

Product Colour: Navy Blue

Navy Blue
 Black
 Green
 Dark Blue
 Red
 White
 Yellow

Quantity

Quantity	Original Price	New Price	Subtotal
<input checked="" type="radio"/> 50	\$2.59	\$1.94	\$97.00
<input type="radio"/> 75	\$2.46	\$1.85	\$138.75
<input type="radio"/> 100	\$2.34	\$1.76	\$176.00
<input type="radio"/> 150	\$2.17	\$1.63	\$244.50
<input type="radio"/> 200	\$2.00	\$1.50	\$300.00
<input type="radio"/> 250	\$1.83	\$1.37	\$342.50
<input type="radio"/> 300	\$1.65	\$1.24	\$372.00

Save \$32.50 over minimum-quantity pricing!



Droit d'auteur

CERTIFICAT D'ENREGISTREMENT

Copyright

CERTIFICATE OF REGISTRATION

1245493

*Numéro d'enregistrement
Registration number*

*Ce certificat d'enregistrement est émis
conformément aux articles 49 et 53 de la
Loi sur le droit d'auteur. Le droit d'auteur sur
l'oeuvre a été enregistré à la date
d'enregistrement et selon les détails indiqués
dans les présentes.*

*This Certificate of Registration is issued
pursuant to sections 49 and 53 of the
Copyright Act. The copyright in the work
was registered on the date of registration
and as detailed herein.*

*Membre du personnel du bureau du commissaire aux brevets
Officer of the Office of the Commissioner of Patents*

Date d'enregistrement /
Date of registration
14 MAI / MAY 2026

Titre /
Title
MAGNETAWAN-OF-A-KIND

Catégorie /
Category
LITTÉRAIRE/ARTISTIQUE /
LITERARY/ARTISTIC

Titulaire(s) /
Owner(s)
THE CORPORATION OF THE MUNICIPALITY OF
MAGNETAWAN
4304 HWY. 520, P.O. BOX 70
MAGNETAWAN, ONTARIO
CANADA, P0A 1P0

Auteur(s) /
Author(s)
LAURA BRANDT

Première publication /
First publication
UNPUBLISHED

Lieu de première publication /
Place of first publication

Date d'émission /
Date of issuance
14 MAI / MAY 2026



Government
of Canada

Gouvernement
du Canada

Electronic payment receipt

Canadian Intellectual Property Office

Place du Portage I
50 Victoria Street
Gatineau, Qc K1A 0C9
Canada

Issued to :

Municipality of Magnetawan - Magnetawan, ON
Laura Brandt
4304 Hwy. 520
Magnetawan, Ontario
P0A 1P0
Canada

Confirmation number

19195143

Receipt date and time

2026-05-14 (yyyy-mm-dd)
12:22:00 EST

Amount paid

\$63.00

Registration number	Title	Registration type	Fee
1245493	Magnetawan-of-a-kind	Copyright in Work	\$63.00

Total fees paid : \$63.00

Laura Brandt

From: Rachel Sullivan
Sent: May 14, 2026 2:45 PM
Cc: Laura Brandt
Subject: Fwd: Summer Social Media Campaign - invitation for community input
Attachments: 2026 Summer Social Media Campaign, invitation to submit content to Northern Economic Development and Growth.pdf; July 2021, The Girls in Downtown Magnetawan sweaters.jpeg

Hello METC (members all blindcopied),

Laura and I have been in touch trying to pull photos together for the opportunity noted in the earlier email. Although the letter only asked for photos of two or three attractions, Laura is planning to submit some 'extra' ones. So far she has photos of the locks, lighthouse, Knoeplfi Falls, a fishing photo, winter photo, some of my relatives in Downtown Magnetawan sweaters and we have reached out to others about getting photos from the Farmers' Market and the Fall Fair. While it may be a long shot that the photos will be used, we could also benefit from the photos when it comes to the website. If you do have anything you would like to share for this initiative or for the website, please share with us. Please make sure we have permission to use any photos submitted.

Laura feel free to add anything I may have missed.

Thanks
Rachel

----- Forwarded message -----

From: Rachel Sullivan
Date: Fri, 8 May 2026 at 13:38
Subject: Summer Social Media Campaign - invitation for community input
To: Laura Brandt <lbrandt@magnetawan.com>

Hi Laura,

I noticed Item 4.6 in the correspondence section of the recent Council agenda package on page 189 (<https://magnetawan.com/content/government/agendas-minutes/05-06-2026-council-agenda-package-4.pdf>), is a letter from the Ministry of Northern Economic Development and Growth inviting input from communities for a 2026 Summer Social Media Campaign. As stated in the letter the goal of the campaign is to promote tourism across the region. Is this something METC can help out with?

Thanks,
Rachel

Ministry of Northern Economic
Development and Growth

Office of the Minister

16th Floor, Suite 1600
438 University Avenue
Toronto ON M5G 2K8

Ministère du Développement et
de la croissance économique
du Nord

Bureau du ministre

16^e étage, bureau 1600
438, avenue University
Toronto ON M5G 2K8



774-2026-116

April 9, 2026

To Northern Ontario Mayors:

Thank you for your continued cooperation and partnership in our shared mission to build and protect Northern Ontario. Your actions are more important now than ever. With the current economic and trade uncertainty, it's crucial that our province stands united to protect the people and economy in the North.

As the Minister of Northern Economic Development and Growth, I am deeply committed to promoting Northern Ontario. To that end, I am launching a creative social media campaign for summer 2026 to promote tourism across the region. This campaign will feature a variety of tourist destinations over the summer, aimed at encouraging people to explore and experience the beauty of the North.

As experts in your community, I would appreciate your top recommendations for a must-see destination, hidden gem or iconic attraction that we can feature in our campaign. Whether it's a stunning lookout, a renowned landmark or a local tourism business, your insights will be invaluable.

To showcase the beauty of your community, I kindly ask that you send us your best, highest-quality photos of the two to three attractions you would like us to highlight in our campaign. My ministry is looking for an image that captures its essence and invites others to experience it firsthand. By submitting photos, your organization confirms that it has the necessary rights or permissions for their use as described in this letter. If any submitted photos include identifiable individuals, a signed individual consent must be provided as attached. This requirement applies where a person's likeness is recognizable in the image. No further consent is required for landscape or attraction-only photos that do not include identifiable individuals.

Once we gather all the suggested sites, we will create a calendar of featured destinations. As your jurisdiction's day approaches, we will notify you so you can watch for and share the post.

Thank you again for your partnership. Together, we can showcase the incredible offerings of Northern Ontario and inspire visitors to explore our remarkable region.

For all your suggestions and photos, please email bronwyn.gould@ontario.ca or call 437-772-8629 if you have any questions. I look forward to a summer filled with record breaking tourism in Northern Ontario.

Sincerely,

A handwritten signature in blue ink, appearing to read "George Pirie".

The Honourable George Pirie
Minister of Northern Economic Development and Growth

Attachment

Report Date
5/19/2026 11:38 AM

Municipality of Magnetawan
G.L. Account Transactions
For the Period 1/01/2026 to 5/31/2026

Page 1

Account # / Description		Transaction Description	Account Class		Tr Amount	Balance Forward
Date	Source		Sub Pd	Batch		Balance
1-4-2300-2010 - ED - MATERIALS & SUPPLIES			Expenditure			0.00
1/23/2026	Ch 28010	OSIM INTERACTIVE-WEBSITE	AP	1 00022	71.23	71.23
2/03/2026	OB FEB3	ROYAL BANK VISA EFT-SURVEY MONKEY	AP	2 00180	121.09	192.32
3/04/2026	Ch 28126	OSIM INTERACTIVE-WEBSITE UPGRADES	AP	3 00085	330.72	523.04
3/10/2026	OB MAR10	ROYAL BANK VISA EFT-WEBSITE	AP	3 00178	330.72	853.76
3/10/2026	OB MAR10	ROYAL BANK VISA EFT-SUBSCRIPTIONS	AP	3 00178	121.09	974.85
4/15/2026	Ch 28250	EXPLORERS' EDGE-WAYFINDING / CASSON	AP	4 00249	2,130.70	3,105.55
4/15/2026	Ch 28292	FRASER BRENDA MARIE-TOURISM FORUM	AP	4 00262	51.09	3,156.64
4/15/2026	Ch 28294	HOLLY DICKSON-TOURISM FORUM	AP	4 00262	395.00	3,551.64
4/15/2026	Ch 28296	SHUBROOK, EVA-TOURISM FORUM	AP	4 00262	1,300.00	4,851.64
4/28/2026	OB APR28	ROYAL BANK VISA EFT-TOURISM FORUM	AP	4 00323	100.00	4,951.64
					Net Total:	4,951.64
					Budget / Budget Remaining:	25,000.00
					Total Committed:	20,048.36
Net Change:					4,951.64	
Annual Budget:					25,000.00	
YTD Committed:					0.00	
Budget Remaining:					<u>20,048.36</u>	

Accounts Printed: 1

ACCOUNT #	2026 WORKING BUDGET AND 2025 FORECAST BUDGET Account Name	2025 FINAL BUDGET	ACTUALS December 31, 2025	2026 DRAFT DATE:	2026 NARRATIVE
DC PLANNING & DEVELOPMENT					
2300-2010	ECONOMIC DEVELOPMENT-Materials & Supplies	20,000	9,246	25,000	2025 - AJ Casson and way finding signage not complete moved to 2026 2026 Hosting a public Forum, Branding strategy.

Report Date
5/19/2026 11:37 AM

Municipality of Magnetawan
G.L. Account Transactions
For the Period 1/01/2025 to 12/31/2025

Page 1

Account # / Description		Transaction Description	Account Class		Tr Amount	Balance Forward Balance
Date	Source		Sub Pd	Batch		
1-4-2300-2010 - ED - MATERIALS & SUPPLIES			Expenditure			0.00
2/13/2025	OB FEB 13	ROYAL BANK VISA EFT-SURVEY MONKEY-M	AP	2 00122	100.74	100.74
3/05/2025	Ch 26831	KELLOGG ERICA E-METC	AP	3 00126	8.51	109.25
3/05/2025	Ch 26831	KELLOGG ERICA E-METC	AP	3 00126	8.51	117.76
3/05/2025	Ch 26831	KELLOGG ERICA E-METC SUPPLIES	AP	3 00126	9.16	126.92
3/28/2025	OB MAR 28	ROYAL BANK VISA EFT-BUZZIN AROUND AF	AP	3 00267	45.00	171.92
4/16/2025	Ch 26958	KELLOGG ERICA E-METC STAKEHOLDER SI	AP	4 00266	63.36	235.28
7/11/2025	OB JULY 11	ROYAL BANK VISA EFT-AMAZON-BROCHUR	AP	7 00839	229.25	464.53
7/16/2025	Ch 27294	SIGNCRAFT CANADA INC.-VISITOR INFO SIK	AP	7 00682	228.96	693.49
7/25/2025	Ch 27333	DISCOVERY ROUTES-ADVENTURE TRAIL M	AP	7 00813	300.00	993.49
7/25/2025	Ch 27341	MALLONS.COM-BOAT KEY CHAINS	AP	7 00813	843.59	1,837.08
8/13/2025	Ch 27377	MAGNETAWAN BUILDING CENTRE (COM DE	AP	8 00848	8.65	1,845.73
8/13/2025	Ch 27377	MAGNETAWAN BUILDING CENTRE (COM DE	AP	8 00848	8.04	1,853.77
8/13/2025	Ch 27399	SILVER SCREEN PRINTING-METC T-SHIRTS	AP	8 00848	138.91	1,992.68
8/13/2025	Ch 27404	SIGNCRAFT CANADA INC.-LOCK OPERATIO	AP	8 00848	569.86	2,562.54
9/04/2025	OB SEPT 4	ROYAL BANK VISA EFT-AMAZON-METC BRC	AP	9 01121	216.70	2,779.24
9/25/2025	OB SEPT 25	ROYAL BANK VISA EFT-VALU-MART-METC M	AP	9 01121	141.47	2,920.71
9/25/2025	OB SEPT 25	ROYAL BANK VISA EFT-SURVEY MONKEY-M	AP	9 01121	121.09	3,041.80
10/07/2025	OB OCT 7	ROYAL BANK VISA EFT-EVENBRITE-REGION	AP	10 01244	200.00	3,241.80
10/07/2025	OB OCT 7	ROYAL BANK VISA EFT-SURVEY MONKEY-M	AP	10 01244	121.09	3,362.89
10/15/2025	OB OCT 15	ROYAL BANK VISA EFT-VALU-MART - METC	AP	10 01244	48.00	3,410.89
11/03/2025	Ch 27659	DUTCH HARMONY RANCH-METC SUPPLIES	AP	11 01267	292.50	3,703.39
11/03/2025	Ch 27686	SIGNCRAFT CANADA INC.-BUSINESS BOAR	AP	11 01267	76.32	3,779.71
11/06/2025	OB NOV 6	ROYAL BANK VISA EFT-MTO SIGNAGE	AP	11 01399	76.82	3,856.53
11/06/2025	OB NOV 6	ROYAL BANK VISA EFT-SURVEY MONKEY-M	AP	11 01399	121.09	3,977.62
12/15/2025	OB DEC 15	ROYAL BANK VISA EFT-SURVEY MONKEY -	AP	12 01521	134.47	4,112.09
12/18/2025	Ch 27875	Township Of Armour-WRAP UP ALMAGUIN A	AP	12 01461	254.40	4,366.49
12/24/2025	Ch 27903	KELLOGG, ERICA-MILEAGE REIMBURSEMEI	AP	12 01511	52.96	4,419.45
12/24/2025	Ch 27937	WOMEN'S OWN RESOURCE CENTRE-RED C	AP	12 01511	120.00	4,539.45
12/31/2025	IN 12082025	SOOS, LES-METC SUPPLIES	AP	12 01538	1,000.00	5,539.45
12/31/2025	IN 12082025	HAGAN, KURT-METC SUPPLIES	AP	12 01538	1,000.00	6,539.45
12/31/2025	IN 27111	OSIM INTERACTIVE-WEBSITE	AP	12 01538	152.64	6,692.09
12/31/2025	IN 3020	SILVER SCREEN PRINTING-PRINTED BAGS	AP	12 01538	757.45	7,449.54
12/31/2025	IN Neil100625	PROMOTIONAL RESOURCE GROUP-METC L	AP	12 01545	1,661.76	9,111.30
12/31/2025	IN 12302025	ROYAL BANK VISA EFT-SURVEY MONKEY	AP	12 01551	134.47	9,245.77
Net Total:					9,245.77	
Budget / Budget Remaining:					20,000.00	10,754.23
Total Committed:						

Net Change:	9,245.77
Annual Budget:	20,000.00
YTD Committed:	0.00
Budget Remaining:	<u>10,754.23</u>

Accounts Printed: 1

ACCOUNT #	2024 WORKING BUDGET AND 2025 FORECAST BUDGET Account Name	2024 FINAL BUDGET Passed April 10/24	2024 NARRATIVE	ACTUALS December 31 2024	2025 DRAFT DATE:	2025 NARRATIVE
DC PLANNING & DEVELOPMENT						
2300-2010	ECONOMIC DEVELOPMENT-Materials & Supplies	4,000	survey monkey 1,200, advertising boards (include Municipal signage) 1,500, Incorporate MAT 1,000	1,300	20,000	2025 - signage, event participation, publication advertisements and focus group events.

INSTYLE OUTDOOR 16.5" Round Cement Umbrella Base - Black

★★★★☆ 6 Reviews

Item: #6416-220

Model: #32-49



Click to zoom in


\$39.99/EA


0 Available in store at **Ma Centre**

[Check availability at other stores](#)

Order Online

 **FREE Ship to Store**
475 Available
Arrives in 4-6 days

 **Ship to Home**
475 Available
Expected delivery
Estimated shipping

Qty: 

 **Earn 50 Scene+™ point**
Conditions apply. [Learn more](#)



MAGNETAWAN HOME HDWE BLDG CNTR

15 BURROWS ST. Box 3
MAGNETAWAN ON P0A1P0
705-387-3988
HST: 103454740

Account: 3222
Invoice: 103-159350
24/04/26 4:21 PM
Staff: ERINH

S
O
L
D
T
O

MUNICIPALITY OF MAGNETAWAN
COMMUNITY DEVELOPMENT
BOX 70
MAGNETAWAN ON P0A 1P0
705-387-3947

S
H
I
P
T
O

MUNICIPALITY OF MAGNETAWAN
COMMUNITY DEVELOPMENT
BOX 70
MAGNETAWAN ON P0A 1P0

Umbrella stands

**** INVOICE ****

<u>Item</u>	<u>Description</u>	<u>Quantity</u>	<u>UOM</u>	<u>Price</u>	<u>Extended Price</u>
6416220	BASE, UMBRELLA CMNT RND 16.5" BLK Retail: \$39.99 Savings of: \$4.00 <i>METC community umbrellas</i>	1.00	EA	35.99 CD	35.99
	Customer Orders Picked up SP15036:				
6416220	BASE, UMBRELLA CMNT RND 16.5" BLK	5.00	EA	35.99 CD	179.95
			Subtotal		215.94
			HST		28.07
			Total		244.01
	Amount(s) Tendered				
	In-Store Account				244.01



T0007008103000159579

Phone Order

Received by

Returned goods must be accompanied by the original invoice and may be subject to a restocking charge.
Terms: net payable on 31/05/26. Overdue amounts are subject to a service charge of 0% / month, 0% / annum.

Explorers' Edge 2026/2027 Partnership Program – CLOSED

BY JENNIFER / FEBRUARY 27, 2026



Successful

\$4,400

Co-Invest. Collaborate. Create Regional Impact

Applications open February 27, 2026 | Deadline March 27, 2025 @5.00 pm | **APPLICATIONS CLOSED**

The Explorers' Edge Partnership Program is a strategic co-investment opportunity designed to support tourism planning, marketing, product development, and the creation of bookable, high-quality visitor experiences across the region.

We will be applying the defined application intake period, allowing Explorers' Edge to review all submissions collectively and ensure funding is allocated strategically to projects that deliver the greatest regional impact.

Of note: If partnership funds are not fully allocated during the intake period a second intake will happen in Fall 2026 and again in Winter 2027 if funds still continue to remain unallocated. Additionally: At any time if you have an idea, would like to enquire about the partnership program or require further information our team would love to hear from you – simply contact jennifer@exploresedge.ca



Program Overview

The Explorers' Edge 2026/27 Partnership Program is a strategic co-investment opportunity designed to amplify tourism development in the region. We match stakeholder contributions to support initiatives that drive visitation, enhance experiences, promote regenerative tourism, and foster workforce and product innovation.

Ontario Parks Ad
PS Life Tourism Magazine
Moose FM Radio Leekfest
Billboard for Events

\$3,500

Communication, Marketing & Advertising

(Limited number available)

This program stream includes Trade Shows, Direct Marketing campaigns and social media campaigns, wayfinding and signage projects.

Marketing & advertising includes tactics that include adwords/search, Facebook/Instagram ads, banner/display ads, radio, print (with exception, print is not a priority) etc. to promote assets/events.

Media buys are managed by Explorers' Edge Agency of Record. Please note that while these campaigns will be run through the organizations Agency of Record (for billing purposes).

Wayfinding Signage funds are available to conduct a signage plan for installation and installation of the physical signs in the region of Explorers' Edge. Tourism signage is a critical tool for enhancing the visitor experience, supporting local economies, and managing destinations effectively. The aim of the signage is to help travelers navigate unfamiliar areas, discover attractions, and engage more deeply with the region's

Partnership Image Development #900 Video

This category includes development of videos and/or imagery through Explorers' Edge respective Agency(ies) of Record that can subsequently be used in advertising of assets/events, etc. e.g. the collateral developed may then be used in the Communications, Marketing & Advertising stream.

Telling Your Story: A Community History Video Partnership

Dear Council Members,

My name is Craig Baird, and I am the creator and host of *Canadian History Ehx*, one of Canada's leading history podcasts and radio programs.

I launched *Canadian History Ehx* in 2019 with the goal of exploring and sharing Canada's rich past. What began as a small podcast has grown into one of the most-listened-to history shows in the country, now reaching over one million downloads per year and airing nationally on the Corus Radio Network. Alongside the show, I manage social media channels with a combined audience of more than 300,000 followers, and I am the author of the best-selling book *Canada's Main Street: The Epic Story of the Trans-Canada Highway*.

This year, I am embarking on an ambitious coast-to-coast-to-coast journey across Canada to document our country's past and present. The stories, interviews, and experiences from this trip will become a series of videos and a future book focused on the people, places, and communities that shape Canada.

With my background in journalism and video production, my goal is to visit communities like yours to tell your story—highlighting your history, heritage, and the ways you preserve it for future generations. These videos are designed not only to celebrate local history, but also to serve as lasting, shareable promotional pieces for your community.

To help fund this journey, I am offering communities the opportunity to partner with me for the creation of a dedicated feature video about their history and heritage.

What I'm offering:

- A 10–20 minute professionally produced video focused on your community's history, heritage, and preservation efforts
- Distribution across my social media platforms, YouTube channel, and TikTok, reaching hundreds of thousands of history-interested viewers. My follower count is as follows:
 - Twitter (65,000): <https://x.com/CraigBaird>
 - Instagram (48,000): @cdnhistoryehx
 - Threads (40,000): <https://www.threads.com/@cdnhistoryehx>
 - Bluesky (25,000): <https://bsky.app/profile/cdnhistoryehx.bsky.social>
 - TikTok (35,000): @cdnhistoryehx
 - YouTube (6,800): <https://www.youtube.com/@CanadianHistoryEhx>
 - Facebook (106,000): <https://www.facebook.com/CanadianHistoryEhx>
- A collaborative process: no video will be published without your approval after review
- A two-week turnaround: all videos will be delivered for review within two weeks of filming

- Filming will take place during my journey between June and September (although some can be done earlier than June due to proximity to my location of Stony Plain, Alberta).

Cost:

-
-
-

My aim is to create something that your community can be proud of—an engaging, accurate, and accessible story that showcases what makes your town unique, while also introducing it to a large, Canada-wide audience interested in history, travel, and heritage.

Thank you very much for considering this proposal. I would be happy to answer any questions or discuss how we can tailor this project to best serve your community.

Sincerely,

Craig Baird

Canadian History Ehx



Dominate Cottage Country Life Magazines 2026



Magazine advertising has a lot to offer

The perfect platform for businesses looking to promote their products & services to targeted audiences.

Benefits:

- **Targeted Audience and Engagement:** Magazines often cater to specific audiences or niches, allowing advertisers to reach their target audience more directly. And magazines' hands-on reading experience means higher engagement with content and ads.
- **High-Quality Production:** Magazine ads are typically designed and printed at a high quality, which can help them stand out and grab readers' attention.
- **Repeat Exposure:** Magazines have a long shelf-life and are read multiple times –by multiple people. This increases readership and also the frequency your ad could be seen - boosting the likelihood of brand recall and recognition.

Add
QR codes
for engagement
and conversion



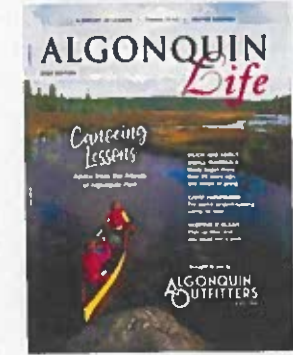
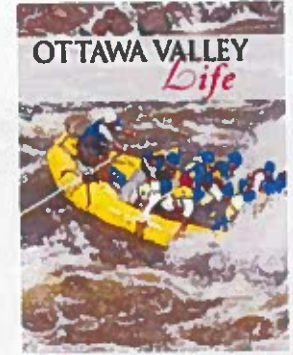
Peak Exposure

Ontario's Leading Cottage-Country Magazines

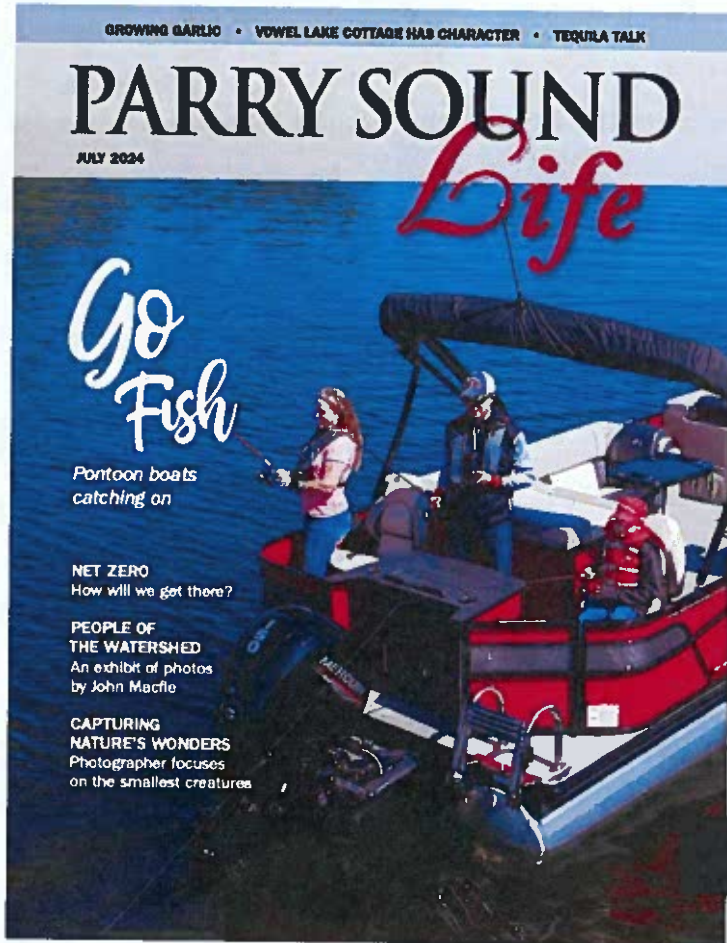
Our *Life* magazines reach cottagers and Ontario travellers where **they stay and play**.

From **February to December**, position your brand in these high-end magazines as they are distributed directly to cottagers through **lake association partnerships**, through **cottage-country networks** and to popular **Ontario destinations** including **Algonquin Park and the Trent-Severn Waterway**.

Reach a high-value audience of vacationers and cottagers with **discretionary income**, with peak exposure during the **May–September holiday season**.



PARRY SOUND LIFE MAGAZINE



The ideal location for local and luxury brands

Whether you want to reach an affluent audience or the casual cottager, Parry Sound Life is the right place to connect. Eight beautiful editions of coveted content offer inspiration for residents, cottagers and visitors alike.

Compelling editorial focuses on the many rewards of the Greater Parry Sound Area lifestyle, with feature stories on personalities, artisans, history, food and drink, outdoor recreation and events.

Distributed through Information centres and high-profile locations throughout the Parry Sound Area, including popular cottage country hubs, professional offices and subscriptions.

DISTRIBUTION
10,000 copies

FREQUENCY
7 issues annually

Lake.
Luxury.
Lifestyle.

REAL ESTATE HOME RETAIL RECREATION BOATING AUTO + MORE!

Ad Specs and Rates

Please contact your sales rep for more information

Ad Size	Dimensions (width x height)			Rate
Outside Back FB*	8.875"	x	11.357"	\$2,180
Inside Front/Inside Back FB*	8.875"	x	11.357"	\$1,965
Full Page	7.500"	x	9.875"	\$1,790
2/3 Page (vertical)	4.944"	x	9.875"	\$1,190
1/3 Page (vertical)	2.389"	x	9.875"	\$690
1/3 Page (horizontal)	4.944"	x	4.857"	\$690
1/6 Page (vertical)	2.389"	x	4.857"	\$429
1/6 Page (horizontal)	4.944"	x	2.357"	\$429



*Cover and inside cover specs are with Full Bleed and can be laid out per Full-Page size options.

Deadlines 2025

Issue	Booking	Material	Release date
Nov/Dec	Sept 24	Sept 30	Oct 17

Deadlines 2026

Issue	Booking	Material	Release date
Jan/Feb	Dec 9, 2025	Dec 11, 2025	Jan 19, 2026
Mar/April	Jan 27, 2026	Jan 29, 2025	Feb 20
May/June	March 24	March 26	May 1
July	May 12	May 14	June 12
Aug	June 30	July 12	July 24
Sept/Oct	July 28	July 30	Aug 21
Nov/Dec	Sept 22	Sept 24	Oct 16

Information for digital file submission

MECHANICALS

Supply as DIGITAL FILES in MAC format Acrobat PDF High Res (PDF/X-1a:2001) compliant, Adobe InDesign, Photoshop or Illustrator

FILE FORMATS

Indd, TIFF, EPS or PDF images must be 300 dpi for CMYK images or 600 dpi for black and white bitmap. Colours are to be in CMYK. Digital files must include fonts, images. Files or supporting files must be set to 300 dpi. (If sending pdf, fonts must be embedded).

FREE MEDIA TRANSPORT

Email, Dropbox or WeTransfer to your Media Representative



The ideal location for local and luxury brands

Whether you want to reach an affluent audience or the casual cottager, Muskoka Life is the right place to connect. Eight beautiful editions of coveted content offer inspiration for residents, cottagers and visitors alike.

From shorelines to downtowns to hidden gems, and everything from boats, resorts and marinas, to people, shops, real estate, history, food, drink and more – Muskoka Life captures it all!

Direct mailed to the Muskoka Lakes Association membership and available free of charge at high-profile locations throughout Muskoka's most popular cottage country hubs.

DISTRIBUTION
15,000 copies
FREQUENCY
8 issues annually

Lake.
Luxury.
Lifestyle.

REAL ESTATE HOME RETAIL RECREATION BOATING AUTO + MORE!

Ad Specs and Rates

Please contact your sales rep for more information

Ad Size	Dimensions (width x height)			Rate
Outside Back FB*	8.875"	x	11.357"	\$3,190
Inside Front/Inside Back FB*	8.875"	x	11.357"	\$2,750
Full Page	7.500"	x	9.875"	\$2,640
2/3 Page (vertical)	4.944"	x	9.875"	\$2,195
1/3 Page (vertical)	2.389"	x	9.875"	\$1,815
1/3 Page (horizontal)	4.944"	x	4.857"	\$979
1/6 Page (vertical)	2.389"	x	4.857"	\$979
1/6 Page (horizontal)	4.944"	x	2.357"	\$787

Dining Guide	2.375"	x	9.875"	\$853
--------------	--------	---	--------	-------

*OBC specs are with Full Bleed and can be laid out per Full-Page Trim Size specs as an option.

Published year-round with 8 timely issues

Issue	Deadlines 2025		
	Booking	Material	Release Date
Nov/Dec	Sept 24	Oct 3	Oct 24

Issue	Deadlines 2026		
	Booking	Material	Release date
Feb/Mar	Jan 20	Jan 22	Feb 13
April	Feb 10	Feb 12	March 6
May	March 10	March 12	April 10
June	April 14	April 16	May 15
July	May 26	May 28	June 19
Aug	June 23	June 25	July 17
Sept/Oct	July 28	July 30	Aug 21
Nov/Dec	Sept 29	Oct 1	Oct 23

Information for digital file submission

MECHANICALS

Supply as DIGITAL FILES in MAC format Acrobat PDF High Res (PDF/X-1a:2001) compliant, Adobe InDesign, Photoshop or Illustrator

FILE FORMATS

Indd, TIFF, EPS or PDF images must be 300 dpi for CMYK images or 600 dpi for black and white bitmap. Colours are to be in CMYK. Digital files must include fonts, images. Files or supporting files must be set to 300 dpi. (If sending pdf, fonts must be embedded).

FREE MEDIA TRANSPORT
Email, Dropbox or WeTransfer to your Media Representative

THE CANADIAN COTTAGE EXPERIENCE MAGAZINE

The Canadian Cottage Experience

2026



Escape, Explore, Indulge: The Ultimate Cottage Lifestyle

Whether you want to reach an affluent audience or the casual cottager, The Canadian Cottage Experience is the right place to connect. This beautiful edition of coveted content offer inspiration for residents, cottagers and visitors alike.

Compelling editorial focuses on the many rewards of a Canadian cottager lifestyle, with feature stories on personalities, artisans, history, food and drink, outdoor recreation and events.

Distributed through the Toronto Star in highly concentrated areas with a household income of \$150K+, including East Toronto, York Region, and Halton Region.

DISTRIBUTION

20,000 copies

FREQUENCY

1 issues annually

Lake.
Luxury.
Lifestyle.

REAL ESTATE HOME RETAIL RECREATION BOATING AUTO + MORE!

Ad Specs and Rates

Please contact your sales rep for more information

Ad Size	Dimensions (width x height)			Rate
Outside Back FB*	8.875"	x	11.375"	\$4,147
Inside Front Cover	8.875"	x	11.375"	\$3,575
Inside Back Cover	8.875"	x	10.375"	\$3,575
Full Page	7.500"	x	9.875"	\$2,853
2/3 Page (vertical)	4.944"	x	9.875"	\$2,359
1/3 Page (horizontal)	4.944"	x	4.857"	\$1,275
1/3 Page (vertical)	2.389"	x	9.875"	\$1,275
1/6 Page horizontal)	4.944"	x	2.357"	\$763
1/6 Page (vertical)	2.389"	x	4.857"	\$763

Deadlines 2026

Issue	Booking	Material	Release date
TBD	TBD	TBD	TBD



Information for digital file submission

MECHANICALS

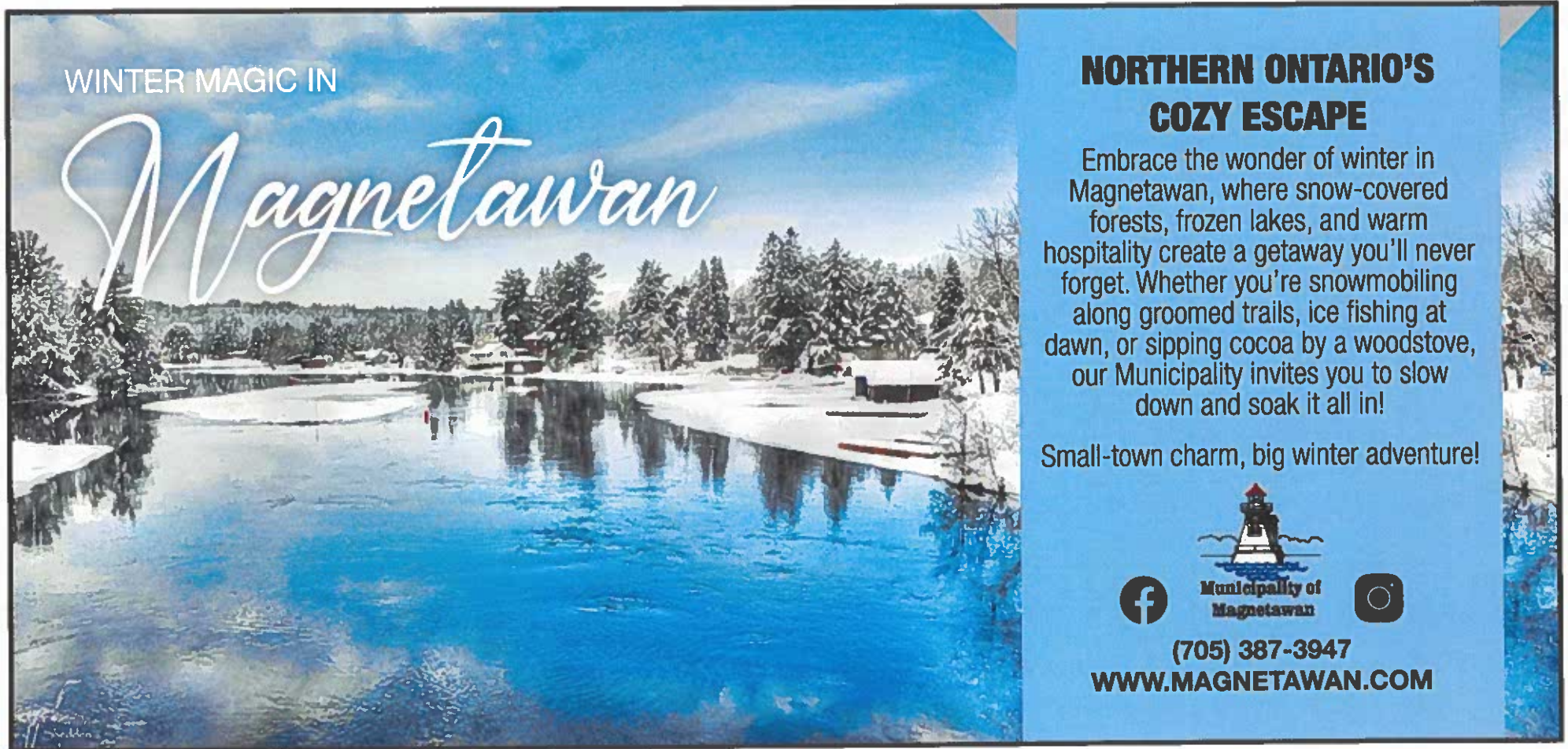
Supply as DIGITAL FILES in MAC format Acrobat PDF High Res (PDF/X-1a:2001) compliant, Adobe InDesign, Photoshop or Illustrator

FILE FORMATS

Indd, TIFF, EPS or PDF images must be 300 dpi for CMYK images or 600 dpi for black and white bitmap. Colours are to be in CMYK. Digital files must include fonts, images. Files or supporting files must be set to 300 dpi. (If sending pdf, fonts must be embedded).

FREE MEDIA TRANSPORT

Email, Dropbox or WeTransfer to your Media Representative




WINTER MAGIC IN



Magnetawan

**NORTHERN ONTARIO'S
COZY ESCAPE**

Embrace the wonder of winter in Magnetawan, where snow-covered forests, frozen lakes, and warm hospitality create a getaway you'll never forget. Whether you're snowmobiling along groomed trails, ice fishing at dawn, or sipping cocoa by a woodstove, our Municipality invites you to slow down and soak it all in!

Small-town charm, big winter adventure!



 Municipality of Magnetawan 

(705) 387-3947
WWW.MAGNETAWAN.COM

Fall In Love With

Magnetawan

A TRUE NORTHERN ONTARIO AUTUMN ESCAPE

As the leaves turn to gold and crimson, Magnetawan comes alive with cozy charm, crisp air, and unforgettable views. Paddle through mirrored lakes framed by fiery forest, hike peaceful trails, and take in the scent of pine and woodsmoke.

Take the road less travelled –
and let autumn lead the way!



Municipality of
Magnetawan



(705) 387-3947

WWW.MAGNETAWAN.COM

Escape To Summer In

Magnetawan!

NORTHERN ONTARIO'S HIDDEN GEM

Discover the charm, adventure and tranquility of Magnetawan, where pristine lakes, winding rivers, and endless forest trails await. Whether you're paddling the historic Magnetawan River, relaxing at a cozy cottage, or strolling through our vibrant Farmer's market, your perfect summer escape starts here.

Come for the Nature, Stay for the Memories!



Municipality of
Magnetawan



(705) 387-3947

WWW.MAGNETAWAN.COM

Municipality of Magnetawan
 705-387-3947
 www.magnetawan.com

The Municipality of Magnetawan is situated on the Magnetawan River and is centrally located 45 minutes from Parry Sound, Huntsville, and North Bay. Come spend a day and fall in love exploring our scenic views, parks, beaches, waterways, historic locks, dams, waterfalls, recreational facilities, hiking trails, Heritage Centre Museum, and enjoy local cuisine, fishing, hunting, snowmobiling, boating, swimming and much more. We are open Winter, Summer, Spring and Fall and look forward to seeing you all!

Be sure to check out our events calendar

FREE MUSIC IN THE PARK & ART IN THE PARK SATURDAYS
FARMERS MARKET SATURDAYS
40 MILE WATERWAY SYSTEM
FREE ROLLERSKATING FRIDAYS
PUBLIC ART MURALS AND INSTALLATIONS

Restoule
 Finlayson

Laura Brandt

From: Natalie <natalie@signcraftcanada.com>
Sent: May 7, 2026 12:43 PM
To: Laura Brandt
Subject: RE: Sign by Pavilion - Bike Repair Thingy

Hi Laura,
We printed a few of these about 7 or 8 years ago.
I have the artwork on file

Here is the pricing:

4'x8' sign printed with UV guard lamination, mounted to alupanel.....\$448.00
We could take the old sign out and install the new one.....\$400.00
+HST

Thank you,
Natalie Hogg

Summer Hours Monday - Friday 9am - 4pm

voice | 705.384.7550
email | natalie@signcraftcanada.com
web | signcraftcanada.com

From: Laura Brandt [mailto:lbrandt@magnetawan.com]
Sent: May 7, 2026 12:25 PM
To: Natalie
Subject: FW: Sign by Pavilion - Bike Repair Thingy

Hi Nat

Hope you are doing well today!

Just reaching out to see if maybe signcraft made these signs way back in the day?

This one had a mishap!

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

Join our Magnetawan News, sign up today to learn about important matters.





Welcome to the Municipality of Magnetawan



— Bike Share —

Bike Share is an opportunity to hop on a bike and explore our major bike routes all over the Almaguin Highlands.

Pre-Use Inspection

Perform a pre-use inspection of the bike
Refer to the flow diagram.

Please return the bike to a Mag Free Ride green color rack.

If something breaks or the bike needs maintenance, please contact the Municipal Office at 705 351-2847 or email info@magnetawan.com as these bikes are donated and maintained by volunteers in our community.



Return the bike as soon as you are done, so others can have the same opportunity to use the bike.

Everyone is strongly advised to wear a helmet while riding.

Anyone under the age of 16 MUST wear an approved bicycle helmet while riding. IT'S THE LAW!



Bikers do not have the right of way when riding along side other vehicles, you must always be alert.

No tampering of bikes and racks.

No throwing or dropping equipment.



Route Name	Distance	Difficulty	Start/End
Almaguin Valley	10 km	Easy	Almaguin Falls to Magnetawan
Almaguin Highlands	15 km	Medium	Almaguin Falls to Magnetawan
Almaguin Lakeside	8 km	Easy	Almaguin Falls to Magnetawan
Almaguin Fireside	12 km	Medium	Almaguin Falls to Magnetawan

Thanks to the Almaguin Highlands, your destination for beautiful scenic get-togethers.

Thanks to the Almaguin Cycling Group, we have created these routes to help you explore some of the great villages of Almaguin. A variety of trails, lakes, and scenic views are waiting for you.

Along the way, we have established a number of starting points and repair stations for your convenience - so that you can enjoy the ride you deserve.

We invite you to try our routes and enjoy the view. We hope you will return and explore the rest of the area along your route.

Almaguin's scenic cycling routes are part of the Discovery Routes network, an explorer of recreational trails connecting across northeastern Ontario.

Trail information and maps are at DiscoveryRoutes.ca.

For more information about riding in Almaguin, visit the Almaguin 10000 website at www.10000.com

Ride safe and enjoy!

TRAILSIDE, LAKESIDE, FIRESIDE...
PLAN YOUR ESCAPE.



**New Member –
Welcome to the AHCC Chamber!**



**New Member –
Welcome to the AHCC Chamber!**



ALMAGUIN
Family Dental

4 - 100 Ottawa Avenue East, South River, ON

-  (705) 386-2318
-  (705) 386-2319
-  info@almaguindental.com
-  www.almaguindental.com



Welcome Dr. Maiya

Chamber Member Event Highlight ~

Almaguin Community Soundscapes

Thurs. Fri. Sat. Sun. & Mon. in May- 2026, 10:00am-4:00pm

Location

NAISA North Media Arts Centre



313 Highway 124, South River, ON
705-978-4447
outreach@naisa.ca

Price

C\$2.00 to C\$20.00—
(Admission by Donation)

Description

Almaguin Community Soundscapes is an exhibition that surrounds one with spring nature sounds from recordings made by residents of the Almaguin Highlands. The spring season is a special time of the year in the region as the snow melts, and the arrival of insects and birds are accompanied by a chorus of peeper frogs.



Chamber Member Event Highlight ~



Chamber Member Events Highlight ~

**TUESDAY FUNFEST
AT THE LEGION!**

ROYAL CANADIAN LEGION
BURKS FALLS BRANCH

AFTERNOON SOCIAL | 1:00 – 3:30 PM

Drop in, grab a seat, and join the fun!

- ♠ Cards
- ♠ Board Games
- ♠ Shuffleboard

EVENING FUN NIGHT | 7:00 – 9:30 PM

- ♠ Pool
- ♠ Darts (All skill levels welcome!)
- ♠ Cornhole
- ♠ Cards
- ♠ Shuffleboard
- ♠ Grill & Bar Open

Legal age event. Non-members always welcome!



**MEXICAN
FOOD
FIESTA**

BURKS FALLS LEGION #405

SATURDAY MAY 23, 2026 4:30 PM TO 7:30 PM

COME OUT FOR A NIGHT DINNER AND MUSIC


TICKETS AVAILABLE AT THE LEGION

FOR MORE INFORMATION CALL 705-382-3137


**Burk's Falls
Branch #405**



AHCC Chamber After-Hours Event ~



Almaguin
Highlands
CHAMBER
OF COMMERCE



**Networking
Event**

May 7, 2026
6pm -8pm

**Location
Double Decker
in Sundridge**

Guest Speakers:

Bobbi-Lyn Roberts from Agilec Employment Services

Jessica Bush from the Women's Own Resource centre

Contact almaguinhighlandschamber@gmail.com to register



Save
the NEW
Date

• Double Decker •

Sundridge

- ✓ Enjoy some appetizers
- ✓ Hear from guest speakers
- ✓ Network with other Entrepreneurs

In collaboration with:

May Events~

Pre-Mother's Day & Mother's Day Weekend
Some events starting this weekend May 2nd!



South River Market

Second Annual Vendor Market
Saturday, May 2nd - 9am-2pm
Royal Canadian Legion 390 - 95 Ottawa Ave.

Shop local!
Many wonderful vendors!
Snack Bar

For more information!
705-389-7190
Come on out to your local country market for some fun for everyone.



Red Canoe's
Mother's Day Special

May 10th from 9am to 1pm come celebrate everything mom

FEATURE SPECIALS
-SALMON DELUXE
PODGE MADE BERRY FRENCH TOAST
FRESH FRUIT PLATTERS
SELECTION OF RED CARDS
-MIMOSAS
CALL FOR RESERVATIONS
705-336-5443

*To the world you are a mom
To your mom you are the world*



Powassan
farmers market

mother's DAY
Weekend

Saturday, May 09, 2026 . 9:00am-1:00pm

Additional Dates
Saturday, June 13, 2026, 9:00am-1:00pm
Saturday, July 11, 2026, 9:00am-1:00pm
Saturday, August 08, 2026, 9:00am-1:00pm
Saturday, September 12, 2026, 9:00am-1:00pm
Saturday, October 10, 2026, 9:00am-1:00pm
Saturday, November 14, 2026, 9:00am-1:00pm



THE NORTHBRIDGE

Mother's Day

Join us on May 10th for a full day of good food, connection & appreciation:
Mothers Day Brunch 10am-2pm
All-you-can eat \$35
Mimosas & Caesars Special \$10
Stay, relax, and make a day of it
Reservations now open!
Book early to secure your table
stay@northridgeinn.com



A Mother's Day Shall Cherish Forever

Sunday, May 10, 2026
Special Breakfast Menu
A La Carte
8am to 11am
Special 3-course Dinner Menu
4pm to 8pm
Reservations Recommended
705-387-9292
www.ahmiclakeresort.com




Happy PRE
Mother's Day
CRIFT MARKET

Sat May 2, 9-2pm

TROUT CREEK COMMUNITY CENTRE
PRESENTED BY
THE HOMEMADE HAVEN GROUP
OVER 30+ VENDORS

May Events~

★ **DANCE CLASSES** ★



FROM **THE SPACE UPSTAIRS**

THURSDAY EVENINGS
BEGINNING MAY 7, 2026
HEARNEY COMMUNITY CENTRE

IN KEARNEY! **\$60/8 CLASSES**

3-5 PM (1-3 YEARS) - \$20
6-8 PM (4-6 YEARS) - \$20
9-11 PM (7-16 YEARS) - \$20
MUST REGISTER FOR 8 WEEKS - MINIMUM
DROP IN CLASSES NOT AVAILABLE!

Almost time for **Magnetawan Lions Club** swim lesson registration.

Lessons run July 13 to July 31, 2026
Ages 4 to 16 years of age
FREE - supported by the **Magnetawan Lions Club**

Registration starts May 16, 2026

#drowningprevention
#swimming

Almost time to **Jump** into swim lessons!

Registration starts **May 16th**





Magnetawan Lions Club

LIFE IS SWEET ON ONTARIO STREET
Burk's Falls Downtown Celebration



MUSIC GAMES FOOD COMMUNITY MARKET
SATURDAY, MAY 16 | 11AM-3PM
Ontario Street, Burk's Falls

Verzijlenberg Veterinary Hospital is Partnering with South River Machar Agricultural Society



RABIES CLINIC

- The Rabies vaccine given is Inrab 17 mercury free vaccine
- Please keep dogs on a leash and cats in a cat carrier
- Cash only \$40.00 including tax per pet

Saturday, May 9, From 10:00 till 12:00
Pre-registration is recommended, walk-ins welcome
Please call Dale 705 385 0324 or Hilda 705 840 8035


Therapeutic Touch Awareness Week
MAY 6-13, 2026

Drop in @YourLibrary

Debra Brear
Practitioner/Teacher

Friday, May 8 1-3pm

Learn about Therapeutic Touch
Get a **FREE** mini-session!




Sprucedale and District Horticultural Society

Plant Sale

May 16, 2026
9-2
Hope's Clover Farm






DARREN FROST **LISA BAKER**

SHAKE N BAKE
STAND-UP COMEDY TOUR

MAY 21 · 8:00PM · BURKS FALLS, ON
RIVERBOWL



TRIVIA NIGHT

Saturday, May 2nd

TRIVIA STARTS AT 7 PM

Bethel Sundridge
15 Buckhaven Rd
Sundridge

\$7 per person

Northern Women's Connection Presents
a fun night of trivia as a fundraiser for the Fall to Give Retreat

VICTORY BELONGS TO THE WISE!

BOARD GAME & PUZZLE SWAP

Saturday, May 2nd | 11am-4pm
88 Main Street, Sundridge

Drop-in style event
Take a puzzle, leave a puzzle
Take a board game, leave a board game
Board games and puzzle makers bring their used, clean, and have all of their pieces

LOOT DEN




THE VILLAGE OF SUNDRIDGE COMMUNITY YARD/GARAGE SALE




SATURDAY MAY 23, 2026

We can help spread the word.
Contact the Municipal Office to register your property.
705-384-5316 or at admin@sundridge.ca
Last day of registration is May 18, 2026
Registration is not required to participate.
List of participants street addresses will be posted on our website, the Village office and the message board by Canada Post on Friday May 22, 2026.



Final Project Report for the Municipality of Magnetawan - Wayfinding Signage and A.J. Casson Interpretive Board

This report is submitted by Erica Kellogg, Deputy Clerk Planning and Development, in accordance with Section 8 of the Partnership Memorandum of Understanding with Explorers' Edge and the Ministry of Tourism, Culture and Gaming.

Project Overview

The Municipality of Magnetawan completed the design and installation for new tourism and cultural signage which is intended to improve visitor navigation, highlight local attractions, and strengthen existing awareness of Magnetawan's cultural heritage assets. Signage design and installation was supported by Signcraft Canada, a local Almaguin Highlands business and Municipal Staff.

The project included two distinct and different signs, both of which will have long term and meaning full impacts on the community and tourism sector. The creation of both wayfinding signage and informational boards are key when seeking to highlight community points of interest and tourist destinations.

The approved wayfinding designs included directional signage for attractions and community amenities such as the Magnetawan Centennial Park, the Magnetawan Heritage Museum, municipal locks, public beach access, boat launches, the Magnetawan Public Library, and other visitor destinations. The approved AJ Casson interpretive information board highlights the Municipality of Magnetawans connection to famous painter, A.J. Casson along with the well known Group of Seven painters.

Rationale and Need for the Project

Through a signage audit conducted by the Magnetawan Economic Tourism Committee (METC), the need for improved and clear destination signage was identified. The goal of enhanced signage was to enhance resident and visitor information throughout the community and beyond. Existing signage was limited and did not adequately support the local attractions and points of interest.

The project needed to address several important identified needs: improved visitor navigation, improved visual accessibility, tourism growth support while also increasing awareness of local cultural assets. The partnership with Explorers' Edge Ministry of Tourism, Culture and Gaming has fundamentally supported METC's tourism objectives.

The METC identified that visitors traveling through Magnetawan generally have difficulty locating parks, waterfront areas, museums, trails, and community amenities due to a lack of visible and uniform signage. The new wayfinding signage provides clearer direction and improves accessibility for both residents and tourists.

The A.J. Casson interpretive sign was developed to celebrate Magnetawan's connection to one of Canada's most recognized landscape painters and the Group of Seven. The sign provides historical context and cultural storytelling that strengthens our community's identity and enriches the visitor experience. With the erection of the sign board the Municipality seeks to have the location identified on the Group of Seven website, an additional opportunity to showcase Magnetawan and it's connection to the Group of Seven.

Project Activities Completed

The wayfinding signs were designed for high interest community access points and tourism destinations. The signage incorporated municipal branding, clear directional arrows, consistent visual formatting, visitor-friendly destination listings all on durable outdoor sign recommended by Signcraft.

The identified destinations include the Magnetawan Lion's Pavilion, Ahmic Harbour Beach, Magnetawan Public Library, Spence Cemetery, Sparks Street Boat Launch, Magnetawan Centennial Park, Municipal Locks, Magnetawan Heritage Museum, and Bidley Street Boat Launch.

An interpretive AJ Casson board was created to educate residents and visitors about A.J. Casson's life and artistic significance, the Group of Seven and their influence on Canadian art while showcasing Casson's 1930 painting "Magnetawan Village" of Magnetawan.

The Municipality worked collaboratively to finalize designs, coordinate approvals, and prepare signage for production and installation.

Outcomes and Benefits

The project improves the overall visitor experience by making community destinations easier to locate and navigate. Visitors now have clearer information directing them to parks, cultural attractions, waterfront amenities, and heritage sites.

The A.J. Casson sign helps tell Magnetawan's unique story and reinforces community pride in its artistic and cultural heritage.

The wayfinding system establishes a foundation for future tourism signage expansion and improved destination marketing initiatives. The long term goal is to increase signage for destinations throughout the Municipality.

Public and Visitor Feedback

Initial feedback from residents, municipal stakeholders, and tourism partners has been positive. Community members have expressed appreciation for improved navigation within the municipality, increased visibility of local attractions, recognition of Magnetawan's artistic and cultural history, and the professional appearance and consistency of the signage designs.

The A.J. Casson interpretive panel has been particularly well received as an educational and cultural tourism feature that connects visitors to the broader story of Canadian art and Northern Ontario landscapes.

Conclusion

The wayfinding and interpretive signage project successfully addressed identified gaps in visitor navigation, destination awareness, and cultural awareness within Magnetawan.


Through enhanced signage infrastructure and storytelling, the Municipality has strengthened both the visitor experience and community identity while supporting broader regional tourism goals.

The Municipality appreciates the partnership and support provided through Explorers' Edge and looks forward to continuing initiatives that promote Magnetawan as a vibrant and accessible destination for residents and visitors alike.

Erica Kellogg

AJ Casson Interpretive Sign Created by Sarah Clugston with support from Dr. Ian and Sharon Weir.


A.J. Casson & The Group of Seven



About A.J. Casson

Alfred Joseph Casson, better known as A.J., was born in Toronto, Ontario in 1898. He became a commercial artist in his early twenties and later joined the Group of Seven in 1926 at the invitation of Franklin Carmichael. The same year he became an associate member of the Royal Canadian Academy. Casson is best known for his depictions of landscapes, forests and farms of southern Ontario, and for being the youngest member of the Group of Seven. Casson's style combined clarity of form, vibrant colour, and a deep respect for Canada's cultural roots.

A.J. Casson passed away in 1992 and is buried on the grounds of the McMichael Canadian Art Collection, along with six other members of the Group of Seven.



The Group of Seven



Sometimes known as the Algonquin School, the Group of Seven was a group of Canadian landscape painters from 1920 to 1933. Believing that a distinct Canadian art style could be developed through direct contact with nature, the Group is best known for its paintings inspired by the Canadian landscape and initiated the first major Canadian national art movement.

"Magnetawan Village" 1930

Casson's landscape of Magnetawan depicts Saint George's Anglican Church, built in 1880, at the top of the hill, and the Magnetawan River in the foreground. A.J. Casson's painting captures the beauty of rural Ontario and solidifies Magnetawan's place within the broader story of Canadian art, linking our small community to a national legacy.

In a letter reflecting on his time in Magnetawan, A.J. Casson remembers camping on a farm with another artist. He recalls the farmer's wife bringing them soup or apple pie almost daily, and claims they had a wonderful time and a very successful sketching trip. He had hoped to return to Magnetawan and sketch the church once more. Casson painted numerous Ontario landscapes and villages in his unique style with strong compositions.

The painting is now part of a private collection. A print can be viewed in the lobby of the Municipal office, with special thanks to Dr. & Mrs. Ian Weir.

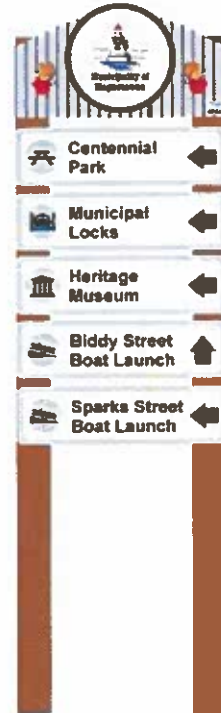



Wayfinding Signage placed at the intersection of North Sparks Street and Bay Street facing both directions of Highway 520.

Traveling on 520 from Burk's Falls



Traveling on 520/North Spark St from 124



Laura Brandt

From: Erica Kellogg
Sent: May 14, 2026 3:47 PM
To: Rachel Sullivan
Cc: Laura Brandt
Subject: RE: Explorers' Edge Report on Wayfinding and AJ Casson Sign

Hi Rachel,

The report 100% is for a future METC package. I will supply the final report to Laura after I switch out the photos with installation photos, this was always my intent, sorry I wasn't really clear on that. My plan is to have a photo opt where in I will invite METC, Council and specific Staff to be apart of the photo, even Mr. Weir who without his support, this project would not have the images it does.

The project was designed and printed before the logo or tagline was a thought let alone a reality, so it is too late for revisions. Can the tagline be in the public announcement, absolutely.

The signs will be great and I'm super pleased, there I'm sure, will be future opportunities similar to this one as funding comes out.

Thanks again
Erica

Erica Kellogg | Deputy Clerk – Planning & Development
Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0
Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

Join our Magnetawan News, sign up today to learn about important matters.
After subscribing make sure to confirm your subscription through the confirmation email.
<https://magnetawan.com/join-our-mailing-list>

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: May 14, 2026 2:31 PM
To: Erica Kellogg <ekellogg@magnetawan.com>
Cc: Laura Brandt <lbrandt@magnetawan.com>
Subject: Re: Explorers' Edge Report on Wayfinding and AJ Casson Sign

Thanks for the heads up. Good job getting this project completed! Although it was staff lead, you were part of the committee! and because it used METC did support this project with funds, I believe it is fair to include it in future reporting activities associated with the committee especially as we would need to report on what funds were used for. You okay with that? I realize it is likely too late but is there any way tourism branding can be incorporated? I can understand signage designs may have been done before the tourism logo was complete but could the tagline be included in the public announcement? It also does help highlight the multiple partners - the municipality, Explorers' Edge and METC.

Thanks,
Rachel

On Wed, 13 May 2026 at 10:11, Erica Kellogg <ekellogg@magnetawan.com> wrote:

Hi Rachel,

Just sharing with you the report that I have prepared to close out the Explorers' Edge partnership for wayfinding and the information board on AJ Casson. I have not presented this to Council yet as I'm waiting to get installation photos of the signs and want to do a real 'press release' with Sarah who did the AJ Casson sign, so please this isn't a public document yet.

The plan is the signs are going in next week and then I can get out there and grab the photos. After that the report will go to Council and can then be included in your METC agenda should that be the decision. I just wanted to share this with you since METC funds were used in the partnership but Staff spear headed the project due to short timelines.

Any questions please let me know,

Erica

Erica Kellogg | Deputy Clerk – Planning & Development

Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1P0

Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

Join our Magnetawan News, sign up today to learn about important matters.

After subscribing make sure to confirm your subscription through the confirmation email.

<https://magnetawan.com/join-our-mailing-list>

Samantha Rancourt

Subject: FW: 2nd Annual Magnetawan Tourism Forum - Thank you and follow up
Attachments: 2026 Forum METC presentation, FINAL.pdf; 2026 NOHFC Leekfest Line Up Poster.pdf; 2026 Music in the Park Poster .pdf

From: Laura Brandt <lbrandt@magnetawan.com>
Sent: April 22, 2026 12:01 PM
To: Laura Brandt <lbrandt@magnetawan.com>
Subject: 2nd Annual Magnetawan Tourism Forum - Thank you and follow up

Hello Magnetawan Community Members,

We would like to extend our sincere appreciation for attending our recent Annual Tourism Forum. We had about 50 participants from brick-and-mortar businesses to online businesses, area organizations, clubs and more!

The forum provided us with an opportunity to share an update on our activities over the past year, as well as present our work plan for moving forward. It was also an opportunity to provide support for local industry by having our guest speakers from Explorers' Edge join us to share information on the types of services and support they offer to help support and develop tourism in our region. A copy of their presentation can be found at the following link: <https://explorersedge.ca/resources/magnetawan-tourism-forum-2026/>

Along with a copy of our presentation, we'd like to share additional information you may or may not be aware of:

Accommodations Network: We would like to invite all motels, B&Bs, licensed STAs, trailer and cottage resorts and others to join a 'working group'. Our goal is to collaborate on business development. Let us know if you'd like to participate!

Share your community event: the Municipality has an online events calendar where locals and visitors can find information about what's happening in the community. From charity events, activities, business events and more, the calendar is a great place to plan your week or weekend. Submit your event, preferably with a poster and we can work to help promote your event, (subject to approval of the Municipality). <https://magnetawan.com/events/>

Business Directory: The Municipality has an online business directory that has recently been enhanced with additional search capabilities and the ability to add photos. Please take a few moments to review the directory and either update or add your information so that anyone looking for your product or service can contact you. <https://magnetawan.com/explore/business-directory>

Brochure Rack: We currently have a brochure rack set up in the Heritage Museum and are looking at additional locations. Let us know if you have information that could be included in a brochure rack for visitors!

2nd Annual Leekfest: Come out to the 2nd Annual Leekfest on Saturday, May 9th from 11am to 4pm. Come out and watch local chefs transform leeks; enjoy free potato and leek soup, presentations and more!

Municipal Newsletter: Sign up for the municipal e-newsletter to learn more about this and other events coming to Magnetawan. <https://magnetawan.com/join-our-mailing-list> By signing up to the e-newsletter you will always be informed on Municipal events and activities happening in the Municipality.

New email address: Reach out any time to our new email address: tourism@magnetawan.com

Again, thank you for joining us. We look forward to continuing to work together to support our local tourism industry.

The Magnetawan Economic Tourism Committee,
Chair Rachel Sullivan
Vice Chair Angela Ramsay
Secretary Laura Brandt
Member Dave Antle
Member Bill Bishop
Member Brenda Fraser
Member Joan Lewis
Member Rob Ross
Member Francine Yolkowskie

Discovery Routes Trails Organization's Post



Discovery Routes Trails Organization

2m · 🌐



We love The Dam Trail! Great to see [The Municipality of Magnetawan](#) embracing their section of the Tran Canada Trail.



Comment as The Municipality of Magnetawan





Trans Canada Trail

1h · 🌐

When summer 2025 approached, a well-used section of the **Trans Canada Trail** in Magnetawan, ON needed attention. Dead trees and overgrowth were starting to block the route near the village's lock system, just as people were heading back outside.

Through the National Youth Employment Program, the municipality hired two local young people to help with trail maintenance. They went on to replace aging staircases and even supported other municipal tasks beyond their 200 hours of work.

The result was immediate: a more usable Trail, positive community feedback and valuable hands-on experience in trail care.

Learn more: <https://brnw.ch/21x1Q6U>

#TransCanadaTrail **The Municipality of Magnetawan Ontario Trails** **#TrailCare**
#StrongerTrailNetworks **#ConnectedCommunities**



**UNDER 14?
FIND LAURA AND TELL
HER WHAT ANOTHER
NAME FOR A LEEK IS
FOR YOUR PRIZE
COUPON !**

CELEBRATE LEEKFEST IN THE MAG!

LEEKFEST EVENT LINE UP

IN THE COMMUNITY CENTRE

- 11:00 am – 4:00 pm** FREE Airbrush Facepainting and Balloon Artist
- 12:00 pm – 2:00 pm** FREE Potato and Leek Soup *by Jimmy*
- 12:30 pm** – Leek Soup Contest Award Presentation

EDUCATIONAL PRESENTATIONS COMMUNITY CENTRE STAGE

- 11:00 am – 12:00 pm** Stephan Lukacic – Responsible Foraging
- 1:00 pm – 2:00 pm** Bob Bowles – A Lifetime of Nature Learning

AT THE LIONS' PAVILION AND GROUNDS

- 11:00 am – 4:00 pm** Food Vendors Market – Local Farms, Food Producers, Bar by Legends Spirit Company, Food Trucks, Chainsaw Carving, and More!
- Kidzone** – Free Inflatables, Free Games, and Carnival Treats for Purchase!

**2:00 pm INTRODUCTION TO FORAGING WORKSHOP WITH STEPHAN
AT THE CANADIAN FARMSTEAD PROPERTY**

To register and for more information visit our website!

MUSICAL PERFORMANCES OUTDOOR STAGE

WITH YOUR HOST DAVE KAYE!

- 12:00 pm – 1:00 pm** Dave Kaye
- 1:30 pm – 2:30 pm** Brett Baker Country
- 3:00 pm – 4:00 pm** Filthy Rich and the Empty Pockets



Saturday May 9, 2026

11:00 am to 4:00 pm

Magnetawan Community Centre and Grounds

Partially Funded By



An Agency of the Government of Ontario

*For more information contact us at (705) 387-3947 or at
recreation@magnetawan.com*

Licensed Under the LLBO



**Municipality of
Magnetawan**

CALL FOR ARTISTS

We are planning Art in the Park this Summer!

Are you a local artist?

Want to showcase your work?

*For more information contact us at (705) 387-3947 or at
recreation@magnetawan.com*



*“Music and art are the guiding lights of the world”
Pablo Picasso*

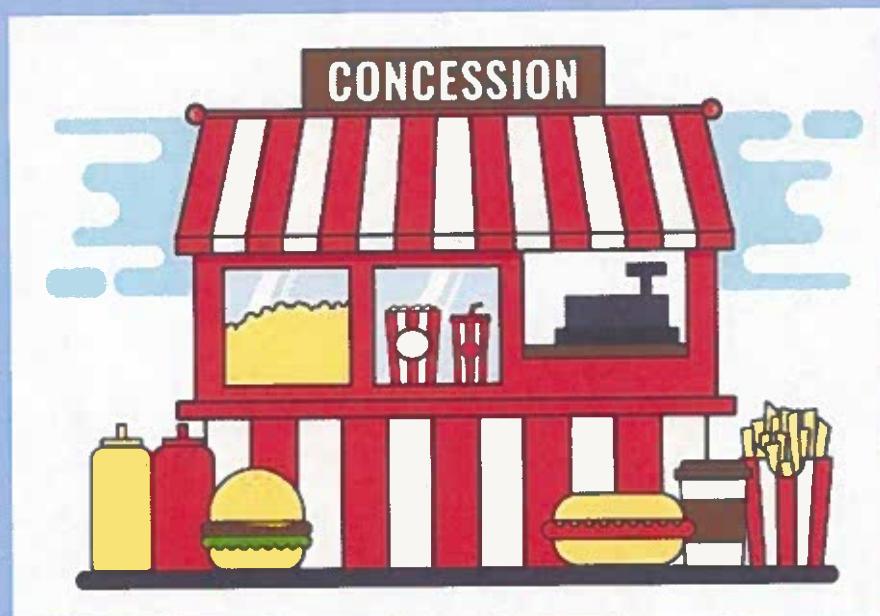
Page 75 of 77

CALL FOR CONCESSION STAND OPERATORS

Do you have a fundraising initiative?

The Municipality is looking for a Concession Stand Operator to participate in Music in the Park, Art in the Park and Rollerskating!

For more information contact us at (705) 387-3947 or at recreation@magnetawan.com





Music in the Park

AT THE MAGNETAWAN CENTENNIAL PARK GAZEBO

Don't forget your lawnchair!

**IN CASE OF INCLEMENT WEATHER MUSIC IN THE PARK WILL
BE HELD AT THE LIONS' PAVILION!**

Saturdays 7:00pm to 8:30pm

JULY 1 SWEETWOOD MAC

JULY 4 CHAMELEON, JAZZ

JULY 11 THE MUGS BAND

JULY 18 FRANCESCA PANETTA

JULY 25 THE BLACKBIRDS

AUGUST 1 JAMES GRAY

AUGUST 8 MIGHTY LOPEZ

AUGUST 15 TODD & ROBYN

AUGUST 22 FILTHY RICH AND THE EMPTY POCKETS

AUGUST 29 KITTY UNPLUGGED 3.0

SEPTEMBER 5 CAMPFIRE POETS

For more information, contact us at (705) 387-3947 or at recreation@magnetawan.com



on draft June 4/26

Draft Terms of Reference METC (comments included)

MAGNETAWAN ECONOMIC TOURISM COMMITTEE (METC) Terms of Reference

Individuals are recruited and appointed by the Council of the Municipality of Magnetawan and they collectively constitute "the Committee". Appointments are generally near the beginning of the new Council term and individuals shall continue to serve until their successors are appointed.

Mission Statement

To market and promote the Municipality of Magnetawan as a tourism destination for long-term, year-round sustainable growth within the Municipality's visitor economy. By working collaboratively with and with support from, accommodation providers, local businesses, tourism operators, community service organizations, retail establishments, food and beverage providers, the Committee will actively research, develop and implement destination and promotional programming that will support and grow Magnetawan's tourism industry

Mandate

The Committee's mandate will be to promote tourism in Magnetawan. For greater certainty, the expression "promotion of tourism" includes the development of tourism products.

Guiding Principles

The Committee will take a leadership role in promoting and marketing the Magnetawan area as a destination for tourism, leisure and business travel with an emphasis on promoting **responsible** year-round tourism.

To develop and implement **tourist** marketing strategies that reflect Magnetawan's unique character, its cultural and built heritage, recreational and sport assets, and business development opportunities.

To undertake its work based on an objective decision-making process that is accountable and transparent, resulting in community-wide benefits.

Accountability and Reporting

Committee Members must act honestly, in good faith, leaving aside personal interest(s) to advance the public interest and the mandate of the Magnetawan Economic Tourism Committee (METC).

The Committee is governed by the rules outlined in the current Council Procedure By-law and the *Municipal Act*.

Official committee meetings will be held at least quarterly with a Municipal Staff appointed secretary. Key items to be included in the official meetings include the annual appointment of the Chair, Vice Chair and Secretary as well as the approval of the annual work plan and budget submission.

A majority of Members present shall constitute a quorum. If no quorum is present fifteen (15) minutes after the time appointed for the Official meeting, the Secretary will record the names of the Members present and the meeting shall be adjourned until the date of the next regular meeting or until a special meeting is called by the Chair.

The Committee will provide the Council for the Municipality of Magnetawan a **work plan for the coming year and a yearly budget request** as part of the Municipality's annual budget approval process.

Depending on circumstances, Committee Members are expected to attend all scheduled Official meetings and if more than three (3) Committee meetings are missed within a calendar year, a motion to remove a Committee Member may be considered.

The Committee may meet informally. These working sessions would be centered around planning, information gathering, project development, general discussion and advancing projects at a working level. These sessions are open to the public (in person or electronically) to ensure transparency. Quorum is not required for working sessions.

Notes of each working session will be provided to municipal staff as soon as possible after each session to be included within the public agenda of the next official meeting of METC.

Recruitment and Appointment of Board Members

There shall be appointed by Council a Committee consisting of a minimum of five to **eleven (5-11)** Members if possible.

Consideration will be given to committee composition in an effort to ensure the committee is reflective of each local tourism sector (e.g. accommodations, food and beverage, arts and culture -- list the sectors and qualifications.

Mag
Lighthouse

METC
Logo

on desk
June 4/26.

Welcome to Magnetawan,
where endless opportunities for
adventure await.

The Magnetawan Economic Tourism
Committee (METC)
is looking for feedback about
your stay in Magnetawan.

Please take a few
minutes to complete the
survey and help us learn
a little about your
experiences in Magnetawan.

The original survey "card" had phone number and website under the QR code. If we kept the website address, would a link to the survey be there? This may benefit those renters that are unfamiliar with how QR codes work.

on desk
June 4/26.

Reaching Out to Accommodation Providers...

Rob and Bill's virtual meeting, April 24

Focus:

Offer strategies to assist in supporting their industry (increased occupancy), while at the same time growing our local economy (more visitors in our restaurants, stores, market, events, etc).

Strategies:

1. Putting Magnetawan "Out There"

After scanning accommodation providers' advertising platforms, both commercial and STAs; there is very little "advertising" of Magnetawan, i.e. activities, things to do, special events, business directory, etc. (most of the commercial providers do have to **some** degree, a link to Magnetawan's attractions on their advertising platforms)

STA operators for the most part utilize major advertising platforms, e.g. Airbnb, VRBO, Cottage Rentals Canada, etc. Their ads focus upon attributes of the cottage they are featuring, but no links to Magnetawan's attractions. One can assume that the STA operators provide to their clients upon their arrival a "Things to Do" outline.

If these major platforms are unable to post a link to Magnetawan's attractions, then perhaps the STA operators would consider posting/embedding a link to [Tourism Magnetawan](#) in their Confirmation Letter after a client has booked.

The commercial providers appear to advertise primarily on "private" websites. While some of these websites include a link to, or description of Magnetawan's attractions, they are not very extensive. Some of these websites have virtually no reference to Magnetawan's attractions.

The "private" websites could easily include a link to Magnetawan attractions on their websites. By having this link on websites, a prospective renter scrolling through places to stay "Up North" may be enticed to visit Magnetawan.

This link could also be included in the Confirmation Letter after a client has booked.

Rob and Bill's Discussion Regarding Strategy #1

If METC/Municipality saw the benefit of implementing Strategy #1 (or some version of it) to the Accommodation Providers, Rob and I discussed what that rollout might look like and the timing of it.

Since the vast majority of STA operators are not full-time residents, it would likely be best to reach out to them via email regarding Strategy. I talked to Laura about emailing the current licensed STA operators, is not an issue since their email addresses are part of the public record, i.e. on Municipal website and their advertising platforms.

Regarding the Commercial Providers, most of them live onsite, and so Bob and I thought a personal visit would be the best way to go.

Bob and I discussed the timing of approaching the Providers, i.e. wait until our link is fully operational, or present/describe to the Providers the components/content of the link and we would notify them when the link is ready to go live.

We thought it best that we go with what we have... (more discussion is needed).

2. Renter Exit Survey

Gather data: survey renters/guests as to "what they did" while visiting Magnetawan, e.g. hiked? Market? Parades? Restaurants? Special events? Disappointments? Improvements? (consider either an online or paper version of survey and make available to guest at the time of their stay).

Rob and Bill's Discussion Regarding Strategy #2

Paper version not practical, would have to be collected, new copies would have to be provided.

An online exit survey, by providing a laminated card with online link and QR code (like the one Laura showed us at the meeting), and on that card write a rationale (Bill will play around with the wording) for asking renters to complete survey. These cards would be placed in each STA, motel room.

Rob will reach out to Explorer's Edge to determine if they have an exit survey or can provide input.