Municipality of Magnetawan

Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

9:00 AM, Thursday, June 4, 2026

Ahmic Harbour Community Centre

Committee members in attendance:
Chair Rachel Sullivan (electronic participation)
Vice Chair Angela Ramsay
Dave Antle
Bill Bishop
Brenda Fraser
Joan Lewis
Francine Yolkowskie (electronic participation)

Regrets
Rob Ross

Staff members in attendance:
Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 **Call to order**

The meeting was called to order
NOTE: To help better facilitate the meeting, Vice Chair Ramsay chaired the meeting.

1.2 **Adoption of the Agenda**

RESOLUTION 2026-18 Fraser-Bishop
BE IT RESOLVED THAT the Magnetawan Economic adopts the agenda as presented.
Carried.

1.3 **Disclosure of Pecuniary Interest**

Vice Chair Ramsay 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 2026-19 Antle-Bishop
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes for the April 20, 2026, meeting as presented. With the addition of 6S Graphics under 2.4.
Carried.

DISCUSSION ITEMS

2.1 **Update Communicating Protocol and Proposed Changes to Operation of Committee**

Chair Sullivan and Vice Chair Ramsay recapped discussions with staff about proposed changes to the way the committee operates with the goal of providing more autonomy to the committee.

The general idea is that 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 item was linked to Item 2.2.1 regarding proposed changes to the Terms of Reference for the Committee.

2.2 **METC Workplan Updates**

2.2.1 **Proposed Changes to Terms of Reference *ON DESK**

Chair Sullivan noted the draft was a late addition so it was agreed the document would be recirculated to solicit comments and would be discussed at the next meeting on July 27th. The goal would be to present the draft Terms of Reference to Council at the August 19th meeting. Staff asked the committee to consider adding 'business development' to the mandate section of the draft which was agreed.

2.2.2 **Tourism Promotional Product Development**

- **Signage and Brochure Racks**

Member Lewis provided update. Success Graphics will produce blue waterproof / outdoor wooden rack. Algonquin Fine Foods offered to 'host' the brochure rack. Brad Lewis will build stand so that it can be moved around. Total cost is approximately $1,800. Outreach is ongoing for content for the racks. Template can be replicated so it was agreed to hold the budget allocation for this initiative until uptake determined and if interest expressed in hosting additional racks in alternate locations.

- **Outcome Signage Heritage Museum Centre**

Member Lewis provided update. Staff provided rationale which was included in the agenda package as to why the signage project could not proceed as originally planned. As an alternative, a 'visitor information' sign is being prepared to go above the door at the Heritage Museum. Cost is $450 + $110 for installation + $85 for artwork + taxes.

- **Website Development**

Member Yolkowskie and Chair provided updates. Outreach currently underway to commercial accommodation operators and those that provide food / drink services to approve content. Some operators have no online presence, and responses are slow so progress taking longer than hoped. May opt to proceed with updates / approvals obtained and add others as they come online. Plan to regroup and hope to have landing pages mocked up for staff later in the month.

- **Update of Discovery Routes Adventure Trail Maps Partnership Opportunity**

The Secretary noted the maps have been ordered and still awaiting response on what updates are being made. Once maps obtained, a student can help compare with the existing maps to see if the existing maps are still useable.

- **Development of Generic Tourism Promotions Presentation**

Chair Sullivan proposed the creation of a generic tourism promotions presentation. Content would be consistent with website materials and could be developed using the presentation staff prepared for Destination Ontario. It was agreed to move forward with the initiative as a workplan activity under Industry Support – External.

2.2.3 **Establishing Ongoing Dialogue with Accommodations Providers**

- **Outreach to Accommodation Providers**

Member Bishop provided update. Based on review of websites for accommodation providers, there does not seem to be a lot of promotion of the area so will want to encourage them to promote the website when ready. Members Bishop and Ross hope to meet personally with commercial operators.

- **Accommodation Provider's Survey Results**

Member Bishop provided update. Plan to develop a visitor exit survey. Could use similar poster and QR code used for previous survey. Survey will be about the visit to the area and not about the accommodation provider. Member Ross reaching out to Explorers' Edge to follow up on their offer to help with an exit survey. May look at an incentive for visitors to fill out survey. Exit survey may help with content development for itineraries and package ideas that could benefit from Explorers' Edge Travel Agency.

The Secretary noted 19 STAs now approved with 4 in the process.

2.2.4 **Merchandise**

- **Staff Suggestions re Give-away "Swag" Opportunities**

Member Antle provided update. Meeting held with Home Hardware to learn how they handle merchandise. Have not been able to reschedule with Bait and Tackle. Initial connection made with Silver Screen Printing. Staff provided potential ideas for give-away swag. Direction provided to working group to use up to $2,000 to purchase shirts for the committee, as well as Kurt Hagan and Les Soos; as well as potential giveaways such as magnets, pens, stickers, bumper stickers, etc.

2.2.5 **Industry Support**

- **Outreach to OMAFRA re Possibility of Redoing a FICE Program**

Chair Sullivan provided update on attempted outreach to OMAFRA and discussed the idea of conducting a FICE program as it has been several years since the last one was done. Staff noted it could be helpful with grant applications. Member Antle offered to reach out to contact with OMAFRA.

2.3 **Update Copyright Magnetawan-of-a-kind**

The Secretary noted copyright done for Magnetawan-of-a-kind.

2.4 **Development of Brand Use Guidelines**

The Chair noted Member Ross identified the need to develop brand use guidelines. Vice Chair Ramsay offered to research. Staff asked to include tourism hashtag in social media (similar to what is done for #themagiswhereitsat).

2.5 **Ministry of Northern Economic Development and Growth Social Media Campaign**

The Secretary noted all photos obtained submitted.

2.6 **2025 YTD Budget & 2026 YTD Budget**

Chair Sullivan proposed adding budget updates as a regular agenda item which was agreed.

2.7 **Update Umbrella Stands**

Stands purchased for $244.01.

2.8 **Explorers' Edge 2026/2027 Partnership Program Video**

The Secretary provided update on $4,400 grant approval. A part of the project is for the development of a video and typically videographer approved by Explorers' Edge must be used but the Secretary received approval to use another videographer at a reduced cost. Direction provided to allocate $300 from METC budget towards the development of a $500 video, remaining $200 to come from Explorers' Edge. METC requested ability to provide input and Secretary to check if possible.

2.9 **Metroland Magazine Advertisement Opportunity**

Committee appreciated information on advertising opportunities but noted it is too early especially as website not ready.

2.10 **Pavilion Bike Share Signage Opportunity**

Committee asked to fund the replacement of sign that was damaged in storm. Decision tabled until it is known if the sign will be replaced. Committee noted interest in cost sharing a replacement sign if logo and tagline added.

FOR INFORMATION

3.1 **Almaguin Highlands Chamber of Commerce May Newsletter**
3.2 **Final Project Report Wayfinding and A.J.Casson Interpretive Board - Erica Kellogg**
3.3 **Thank You and Follow Up Correspondence 2nd Annual METC Forum**
3.4 **Discovery Routes Trails Organization & Trans Canada Trail Social Media Posts Dam Trail Upgrades**
3.5 **Celebrate Leekfest in the Mag Poster**
3.6 **Call for Artists Poster**
3.7 **Call for Concession Stand Operators Poster**
3.8 **Music in the Park Poster**

The Chair noted that she followed up with Deputy Clerk Kellogg regarding Item 3.2. Deputy Clerk Kellogg confirmed the signage was prepared before the tourism logo was created and it was too late to incorporate however the Committee will be invited to participate in a public announcement.

ADJOURNMENT

4.1 **Confirm the Proceedings of Committee and Adjourn**

RESOLUTION 2026-20 Bishop-Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns the meeting at 11:10 AM to meet again on July 27, 2026, at 1pm or at the call of the Chair.

Carried.

Approved by:

Chair

Secretary