Municipality of Magnetawan

Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

1:00 PM, Monday, July 27, 2026

Ahmic Harbour Community Centre

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

Regrets
Brenda Fraser

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 2026-21 Antle-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 2026-22 Bishop-Lewis
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes from the June 4, 2026 meeting as presented.
Carried.

DISCUSSION ITEMS

2.1 **METC Workplan Updates**

2.1.1 **Tourism Promotional Product Development**

2.1.1.1 **Signage and Brochure Racks**

Member Lewis noted a couple of the lids for the brochure racks broke shortly after rack installed at Algonquin Fine Foods and it has been fixed by the contractor. Member Lewis noted the racks at this location and the Heritage Museum are being used as she is having to follow up with some businesses to get additional materials. Suggestions made to track usage (metric being the number of brochure materials taken and for which businesses) and provide further promotions of the rack locations such as additional road signage and a notice on the tourism webpages. An additional brochure rack not anticipated this calendar year.

2.1.1.2 **Website Development**

Chair Sullivan noted the webpages have been 'soft launched' and are now live under the "Explore" tab. The former "Explore" tab has been renamed "Discover Us". Decision made to go live even though still waiting for some businesses to provide approval for their write-ups so that material was available online now. Links to the live pages are being shared with those outstanding businesses to hopefully encourage participation. A note added to the pages for businesses not listed to get in contact so they can be included. All businesses being included have a condensed write-up on the webpages with a link to more comprehensive write-ups in the business directory where additional photos can also be added. A 'work in progress' note added to the "Things to Do" page so that it could go live even though more work required such as the development of itineraries. Secretary Brandt noted she is working with OSIM (web provider) to fix some outstanding items. Secretary Brandt thanked for her help with this initiative.

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

Secretary Brandt noted we still haven't received updated maps even though we were told they would be ready in July. She noted some existing maps have been sold at the Heritage Museum. Committee confirmed existing maps can be given away.

2.1.2 **Establishing Ongoing Dialogue with Accommodations Providers**

2.1.2.1 **Outreach to Accommodation Providers**

2.1.2.2 **Accommodation Provider's Exit Survey**

Members Bishop and Ross provided update. They had hoped to work with Explorers' Edge to develop an exit survey but August 17th was the earliest meeting time they could secure so opted to develop a draft survey. Working with staff to get the survey ready online as well as promotional card with a QR code. Plan is to develop a script and begin reaching out to accommodation providers (commercial operators and licensed STAs) to promote the survey to guests. Once webpage issues resolved they could ask accommodation providers to promote to their guests.

2.1.3 **Merchandise**

Members Antle and Ross presented sample merchandise sourced at no cost through Silver Screen Printing noting estimated pricing for some items (e.g. tote bags; adjustable ball caps with printed logo - $10 to 12; hoodie - $25; long sleeve shirt; short sleeve shirt - $12). Also looking at magnets and dog bandanas. Two dozen is minimum order size but need to confirm if that is for an item or for each size. Discussed feedback from Treasurer noting that METC cannot sell items at a profit – only cost recovery allowed. Discussed possible consideration to be given to a licensing agreement with a private business that could sell at a higher price point as a cost recovery only pricing scheme may prevent retailers from being interested in selling merchandise. Vice Chair Ramsay noted this issue links to Item 2.2 regarding

the development of brand use guidelines which will need to be established before the committee could look at any sort of licensing agreement. Member Ross suggested long-term goal may be to get a separate business to handle sales for METC. Committee reconfirmed immediate approach to handle merchandise which could include some inventory that will be given away and some that could be sold on a cost-recovery basis (full or partial). The Committee authorized up to $7,000 to purchase inventory (up from previous level of $2,000). Members Antle and Ross will put a plan together on what to sell. Member Bishop to look at booking space for METC to distribute / sell merchandise at the Fall Fair.

2.1.4 **Industry Support**

2.1.4.1 **Development of Generic Tourism Promotions Presentation**

Chair Sullivan noted that work has not started but noted the presentation Secretary Brandt provided to Destination Ontario and the community presentations contained under Information Item 3.8 (MMAH Tourism Slides from Lunch and Learn June 2026) could be helpful samples to consider.

2.1.4.2 **Outreach to OMAFRA re Possibility of redoing a FICE Program**

Chair Sullivan reported she is still awaiting a reply from OMAFRA. Member Antle to follow up again with his contact to help facilitate a reply.

2.1.4.3 **Annual Forum**

Chair Sullivan noted planning has not started for the Annual Forum planned for April 2027 (TBC)

2.1.5 **Proposed Changes to Terms of Reference and Next Steps**

Chair Sullivan and Vice Chair Ramsay provided update. The original goal was to approve the updated Terms of Reference at this meeting which would then go to Council for consideration at their August 19th meeting. As part of the review process the need to define 'responsible tourism' and 'business development' was identified. A definition for 'responsible tourism' or 'regenerative tourism' was incorporated into the draft based on the definition adopted by Explorers' Edge. It was noted it would be important to understand what types of business development would be supported by Council so that METC is not placed in a position to support a business development activity that is not in alignment with the views of Council or another Committee of Council. The recent request and rejection for a modification to the rental policy noted in Item 2.4 (Update on Request to Amend Community Centre Rental Policy) was noted as an example by Chair Sullivan.

It was noted that with the municipal election this fall, all committees would be subject to review by the new Council and if they opted to continue with METC, members would have decide whether they wished to be reappointed to the committee. It would therefore not make sense to request Council open recruitment for additional members at this time.

The recommendation was made to have a further discussion about the definitions at the planned brainstorming session (Item 2.5). The goal would be to present to the new Council an overview of past activities, work plan and a draft Terms of Reference which could include proposed definitions and parameters for the types of business development activities METC may wish to support. Members noted the need to undertake communications activities to promote awareness and understanding of responsible tourism.

RESOLUTION 2026-23 Ross-Lewis
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee is in favour of the Mandate as presented and respectfully requests Council to approve the mandate as presented.
Deferred.

2.2 **Development of Brand Use Guidelines *ON DESK**
Vice Chair Ramsay presented some considerations for the brand use guidelines.

2.3 **Budget Update**
Currently $17,860.89 remaining in the budget however some funds have been earmarked for future spending including merchandise. Member Lewis noted that remaining funds earmarked for signage and brochure racks can be released for this calendar year and reallocated to other activities including merchandise.

2.4 **Update on Request to Amend Community Centre Rental Policy**
Information included in the agenda package.

2.5 **Work Plan – Proposed Brainstorming and Workload Discussion Session**
2.5.1 **Article on Dark Sky Tourism Opportunity**
As noted during the discussion on Item 2.1.5 (Proposed changes to the Terms of Reference and Next Steps), the Committee agreed to incorporate a discussion about the definitions of responsible tourism and business development at the planned brainstorming session. Chair Sullivan to circulate a poll to determine a meeting date early in the fall.

FOR INFORMATION
3.1 Almaguin Highlands Chamber of Commerce June 2026 Newsletter
3.2 Destination Ontario June 2, 2026 Destination Digest
3.3 Explorers' Edge June 2026 Summer Starts Here Regional Tourism Updates, New Connections & Operator Opportunities
3.4 Explorers' Edge July 2026 Summer Update: All Hands on Deck for Tourism Season
3.5 Doppler Online Article: Explorers' Edge Welcomes Flixbus to Muskoka and Ontario's Great Canadian Wilderness
3.6 Northern Ontario Travel June 2026 Newsletter
3.7 Photo's Municipality of Magnetawan Umbrella's Lake Cecebe Boat Launch
3.8 MMAH Tourism Slides from Lunch and Learn June 2026
3.9 Destination Ontario Brochures In Person Tourism Centres
3.10 2026 Locks Season Opening Poster
3.11 2026 Heritage Centre Museum Opening Poster
3.12 Community Rock Snakes Project Update Poster
3.12 Bike and Recreational Games Share Poster
3.13 Beach Toy Lending Program Poster
3.14 Beach Wheelchair Mat, Beach Wheelchair and Hockey Sledge Poster
3.15 Archery Night Poster
3.16 Rock 'N' Roll in the Mag Poster
3.17 Aquafit Poster
3.18 Art in the Park Poster
3.19 Drumming with Sandra Poster
3.20 Pickleball Tuesdays Poster

3.21 Pickleball Skills & Drills Poster
3.22 Cast Your Vote to Name Our New Business Park Poster
3.23 Call for Canada Day Floats Poster
3.24 Canada Day Event Poster
3.25 Canada Day Fireworks Poster
3.26 Canada Day Dunk Tank Poster
3.27 Call for Submissions Chainsaw Carving
3.28 Boat Launch Education Poster
3.29 Hazmat Day 2026 Poster
3.30 Lions Swim to Survive Challenge Poster

ADJOURNMENT

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

RESOLUTION 2026-24 Ross-Lewis

BE IT RESOLVED THAT the Magnetawan Tourism Committee adjourns this meeting at 3pm to meet again TBD or at the call of the Chair.

Carried.

Approved by:

Chair

Secretary