Municipality of Magnetawan

AGENDA

Magnetawan Economic Tourism Committee (METC)

Wednesday October 21, 2026 at 9:00 AM

Magnetawan Community Centre

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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.

DRAFT

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

DRAFT

Laura Brandt

Subject: FW: METC

Dear Members of the Magnetawan Economic Development and Tourism Committee,

Please accept this letter as my formal resignation from the Magnetawan Economic Development and Tourism Committee.

I am grateful for the opportunity to have served on the committee and to have contributed to initiatives supporting our community. I have genuinely valued the experience, the people I have worked alongside, and the insight I have gained during my time on the committee.

Unfortunately, unexpected family commitments now require more of my time and attention, and I am no longer able to give the committee the time and energy it deserves. This was not an easy decision, but it is the right one for me and my family at this time.

Thank you again for the opportunity and for your understanding. I wish the committee continued success in its work on behalf of Magnetawan.

Sincerely,

Francine Yolkowskie

Sent from Yahoo Mail for iPhone

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: August 21, 2026 10:53 AM
Cc: Angela Ramsay; Laura Brandt
Subject: METC meeting date - seeking input

Hello all (METC bcced),
As promised, at the last meeting, we're soliciting input to help determine a date for our next meeting. We're aware of at least 3 members being away during part of the Sept 7-25th timeframe so we've avoided those weeks.

The key goals of our next meeting will be to:

- get project updates from the various leads;
- discussion on the types of business development activities we may wish to support (links to the update of the Terms of Reference)
- brainstorming and workload discussion
- discuss presentation to the new Council
- Committee recruitment and intentions of current membership

While it has to be confirmed with staff, there is the possibility that we may be able to present to the new Council as early as their inaugural meeting which is Wednesday, November 18th. The idea is that we would present an overview of our work to date, current activities as well as our proposed Terms of Reference. Council would then be able to make a decision about METC and the draft Terms of Reference and if approved, the goal would be to open up recruitment right away.

Once we have a date we can confirm the location. While the meeting would still be public, we're happy to host at Rachel's so we can have a more informal setting and/or if municipal space is not available.
Thanks,
Rachel & Angela

Sorry - old school poll as there were limits with how many timeslots we could select without a membership.

Date	Morning (10am – noon)	Afternoon (1-3)
Tuesday, Sept 1		
Wednesday, Sept 2		
Monday, Sept 28		
Tuesday, Sept 29		
Wednesday, Sept 30		
Thursday, Oct 1		
Friday, Oct 2		
Monday, Oct 5		
Tuesday, Oct 6		
Thursday, Oct 8		

Friday, Oct 9		
Prefer an evening timeframe		
Prefer a weekend timeframe		

Laura Brandt

From:	Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent:	July 24, 2026 11:35 AM
To:	Fraser, Brenda; livingmagnetawan@gmail.com; Francine Yolkowskie; Francine Yolkowskie
Cc:	Laura Brandt
Subject:	Tourism webpages - soft launch

Hello METC (bcced),
We wanted to let you know that our web pages are going live on the Explore section of the municipal website! It is still a work in progress but lots of progress made! We are still waiting to hear back from some people about their listing but rather than wait to hear from everyone we've opted to go live and added a note at the beginning to get in touch if anyone has a business that should be included.

A big thank you to Laura for all her ongoing help with this initiative!

https://magnetawan.com/coming-soon/metc-explore

Thanks,
Rachel

Draft Places to Eat and Drink Landing Page and Business Directory Listings:

Updated: July 24, 2026

Eat and Drink – image changes:

- Change 'eateries with a view' to 'local restaurants'
- Other changes???



From quaint cafes, casual dining, food trucks and snack bars to a unique boat access coffee shop, Magnetawan offers an interesting variety. You can also find a selection of fine foods, baked goods, pizza as well as locally sourced honey and maple syrup. If you prefer to eat in, there are a number of sources of groceries, farm fresh products and ready-to-eat items.

Put hyperlink in the business name to business directory listing

Categories to group entries:

1) Restaurants
2) Take-out / Pizza / Ice Cream
3) Cafés and Baked Goods
4) Grocery staples and Farm Fresh (including maple and honey products)
5) Alcohol / Bars / Specialty Drinks
6) Catering

Places to feature include:

124 Bistro
Aurora Pizza
Algonquin Fine Foods
Bean on the Dock
Bear's Den
Buzzin' Around Apiaries
Canadian Farmstead
Cornball Store
Crosswell's Mercantile
Dutch Harmony
Hen & Finch
Jimmy's Catering
KVAS
LCBO
Magnetawan Bait and Tackle
Magnetawan Home Hardware Building Centre – M&M Meats and Leadbetters outlets
Magnetawan Grill & Grocery
Magnetawan Maple
Magnetawan Snack Bar
North Point Catering
Peace Hill Farms
Swiss Country House Restaurant
Tanners
Trader Teds
Twisted Sister

Categories with entries:

1) Restaurants
    a. 124 Bistro June 25th email sent; July 2nd follow-up and July 23rd
    b. Magnetawan Grill & Grocery June 30th email bounced back; July 2nd follow up to new email address(es) and July 23rd
    c. Swiss Country House Restaurant June 28th email sent; July 2nd follow-up; said they would call; follow up July 23rd
    d. Tanner's Inn and Dining Approved July 1st

2) Take-out / Pizza / Ice Cream
    a. Aurora Pizza
    b. The Bear's Den Approved June 28th
    c. Cornball – asking if they should be included here as well July 8th email; follow up July 24th
    d. Crosswell's Mercantile Approved June 30th
    e. Magnetawan Snack Bar

3) Cafés and Baked Goods
    a. Algonquin Fine Foods June 25th email sent; June 30th follow-up included in email to The Bear's Den and July 24th
    b. The Bear's Den Approved June 28th
    c. Bean on the Dock Approved June 26th
    d. Cornball Store July 8th email; follow up July 24th
    e. Crosswell's Mercantile Approved June 30th

4) Grocery staples and Farm Fresh (including maple and honey products)
    a. Algonquin Fine Foods June 25th email sent; June 30th follow-up included in email to The Bear's Den; and July 24th
    b. Buzzin' Around Apiaries – Approved June 24
    c. Canadian Farmstead Approved July 24th
    d. Cornball Store July 8th email; follow up July 24th
    e. Dutch Harmony Ranch – Approved June 24
    f. Hen & Finch – Approved June 26
    g. Magnetawan Bait and Tackle Approved July 2
    h. Magnetawan Home Hardware Building Centre – M&M Meats and Leadbetters outlets Approved July 4
    i. Magnetawan Grill & Grocery June 30th email bounced back; July 2nd follow up to new email address(es) and July 23rd
    j. Magnetawan Maple – Approved June 24
    k. Peace Hill Farms June 28th email sent; follow up July 24th
    l. Trader Ted's Approved July 23

5) Alcohol / Bars / Specialty Drinks
    a. Bean on the Dock Approved June 26th

b. KVAS Fine Beverage -Approved June 28
c. LCBO
d. Magnetawan Grill & Grocery June 30th email bounced back; July 2nd follow up to new email address(es) and July 23rd
e. Swiss Country House Restaurant June 28th email sent; July 2nd follow up; said they would call; follow up July 23rd

6) Catering
a. Cornball – asking if they should be included in catering options as well July 8th email; follow up July 24
b. Jimmy's Catering?? July 2nd email sent; follow up July 24
c. North Point Catering -Approved June 25
d. Twisted Sister July 2nd email sent; follow up July 23

Sample Layout for Outreach Email:

Subject: Magnetawan Tourism Page and Online Directory

Dear Food and / or Beverage 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 food and / or beverage provider, we would like to make sure you are included in the business directory and the tourism section where we are anticipating an "Eat and Drink" page featuring local food and beverage providers. On the planned page, we have identified six key groups of food and / or beverage providers:

1) Restaurants
2) Take-out / Pizza / Ice Cream
3) Cafés and Baked Goods
4) Grocery staples and Farm Fresh (including maple and honey products)
5) Alcohol / Bars / Specialty Drinks
6) Catering

To help with content development, we have made a suggestion of the category(ies) you may fit in and drafted potential text. We would appreciate it if you could review and approve the proposed content and category(ies) - feel free to make any changes. 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.

INSERT DRAFT WRITE-UP
Category(ies): 4) Grocery staples and Farm Fresh (including maple and honey products)
Draft Material:

Buzzin' Around Apiaries
Local beekeeper Peter Dunnett maintains honeybees throughout the Magnetawan area. Offering unpasteurized wildflower #1 golden honey and creamed honey in various sizes. Honeycomb is often available in the fall.

Contact Name: Peter and Angela Dunnett
Address: 202 Baker Road, Box 133, Magnetawan, ON P0A 1P0
Phone: 705-783-9168
Email: thedunnetts@outlook.com
Website: n/a
Hours of Operations: n/a
Where to purchase product: All products can be purchased at the Magnetawan market from May long weekend until Thanksgiving on Saturdays from 10-1 at the Lion's pavilion in Magnetawan. Products also available at various local businesses in the Almaguin area and can be picked up at the farm if prearrangements are made.

Extended Business Directory text:
Local beekeeper Peter Dunnett maintains honeybees throughout the Magnetawan area. Offering unpasteurized wildflower #1 golden honey and creamed honey in various sizes. Honeycomb is often available in the fall.

Peter has been working with honeybees since he was a teenager. He learned from John Holden as he helped with his hives. Later Peter got his own hives and has been constantly growing his apiary. Currently maintaining 5 bee yards with most of the beehives located on the farm on Baker Road. While harvesting and processing the honey there is a significant amount of beeswax gathered. Several all-natural products are produced using the beeswax such as candles, handmade soaps, beeswax wraps, lip balms, body lotions, balms and salves.

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

124 Bistro June 25th email sent, July 2nd follow-up and July 23rd

Proposed Category(ies): 1) Restaurants

Contact Name: Sophy
Address: 5333 Highway 124, Magnetawan, ON P0A 1P0, Canada
Phone: 587-202-3192
Email: 124bistro@gmail.com
Website: https://www.quietbay.ca/124bistro; https://www.facebook.com/124Bistro/
Hours of Operation: Or Check website?



Condensed version for tourism landing page promoting places to eat and drink:
Come enjoy breakfast, lunch, dinner, coffee and desserts! Vegan, vegetarian and gluten-free options available.

Extended Business Directory text: (currently no listing)
124 Bistro is a cozy diner located just off Highway 124 in Magnetawan offering breakfast, lunch and dinner! Set beside the Quiet Bay Lakeside Escape on Ahmic Lake, 124 Bistro offers a relaxed dining experience with a focus on home-style cooking and friendly service. Vegan, vegetarian and gluten-free options available.

Algonquin Fine Foods June 25th email sent and follow up July 24th

Proposed Category(ies):
3) Cafes and Baked Goods
4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Krys and Mike Chronowich
Address: 59 Sparks Street South, Magnetawan, ON P0A 1P0
Phone: (705) 387-1414
Email: algonquinfinefoods@gmail.com
Website: https://www.algonquinfinefoods.ca/
Hours of Operation: Monday – Saturday 10am – 5pm



Condensed version for tourism landing page promoting places to eat and drink NOTE: SAME TEXT FOR TWO CATTEGORIES:
Algonquin Fine Foods offers a unique assortment of quality foods from artisan cheese, local meats, fresh and smoked fish.

Extended Business Directory text: (https://magnetawan.com/explore/business-directory/the-veggie-stand - currently limited text and different contact name)
Algonquin Fine Foods is known for its carefully curated selection of premium and locally sourced foods, making it a popular stop for both residents and seasonal cottage visitors. The store carries a variety of specialty items, including:

- Artisan cheeses and deli products
- Local meats and fresh or smoked fish
- Gourmet sauces and pantry items
- Fresh produce and gluten-free options

Beyond food, the shop also functions as a small boutique, offering clothing and gift-style items, giving it a distinctive "general store meets gourmet market" feel.

Aurora Pizza NO EMAIL ADDRESS
Proposed Category(ies):
2) Take-out / Pizza / Ice Cream

Contact Name: n/a
Address: 4249 Hwy 520, Magnetawan, ON P0A 1P0, Canada
Phone: (705) 571-3356
Email: n/a
Website: n/a
Hours of Operation: Or Check website / call?



Condensed version for tourism landing page promoting places to eat and drink:
This take-out business specializes in fresh, handcrafted pizzas. Also offer classic Italian dishes such as lasagna and spaghetti, along with convenient take-and-bake options that customers can bring home and cook later.

Extended Business Directory text: (currently no listing)
Aurora Pizza specializes in fresh, handcrafted pizzas made with dough prepared daily, giving their food a distinctly homemade taste. In addition to pizza, they offer classic Italian comfort dishes such as lasagna and spaghetti, along with convenient take-and-bake options that customers can bring home and cook later.

The restaurant operates primarily as a takeout-focused business, rather than a dine-in experience. This makes it especially popular with people heading to nearby cottages or looking for a quick, hearty meal after a day outdoors. Its location along Highway 520 makes it an easy and convenient stop for travelers in the Almaguin Highlands region.

Bean on the Dock Approved June 26th with changes; submitted for directory
Category(ies):
3) Cafés and Baked Goods
5) Alcohol / Bars / Specialty Drinks

Contact Name: Kingston Blake
Address: Rockwynn Lodge & Cottages, Lake Cecebe (Southwest side of Gordon Island), Magnetawan, ON, Canada
Phone: (905) 439 5676
Email: rockwynncottages@gmail.com
Website: https://rockwynncottages.ca/bean-on-the-dock
Hours of Operation: Weekends 9-10:30am

Condensed version for tourism landing page promoting places to eat and drink NOTE: SAME TEXT FOR TWO CATTEGORIES:
Unique coffee shop located on Gordon Island. Come enjoy an espresso, cappuccino or iced coffee from the deck overlooking Lake Cecebe!

Extended Business Directory text: (currently no listing)
Bean on the Dock specializes in fresh coffee drinks and light café treats, including:

- Espresso, cappuccinos, and lattes
- Iced coffee and specialty drinks
- Pastries and simple baked goods

Its defining feature is the setting—customers enjoy their drinks right on a dock overlooking Lake Cecebe, often surrounded by calm water, boats, and cottage scenery. It's less about a full menu and more about quality coffee paired with a peaceful, scenic experience.

The Bear's Den: June 28th Approved with changes I asked about grocery category suggestion, followed up on July 24th

Category(ies):
2) Take-out / Pizza / Ice Cream
3) Cafés and Baked Goods
*Mike suggested grocery category too but I asked if that would be covered with Algonquin Fine Foods.



Contact Name: Krys and Mike Chronowich
Address: 59 Sparks Street South, Magnetawan, ON P0A 1P0 (At Algonquin Fine Foods)
Phone: (705) 387-1414
Email: thebearsdenalgonquinfinefoods@gmail.com
Website: https://www.facebook.com/p/The-Bears-Den-61559569408978/
Hours of Operation: Thursday – Monday 10am – 3pm
Closed Tuesday and Wednesday

Condensed version for tourism landing page promoting places to eat and drink NOTE: SAME TEXT FOR TWO CATTEGORIES:
The Bear's Den is a seasonal food destination located beside Algonquin Fine Foods in the heart of Magnetawan. We proudly serve fresh-cut fries, handcrafted burgers, poutine, chicken fingers, hot dogs, specialty sandwiches, premium ice cream, milkshakes, floats, and specialty coffees.

Extended Business Directory text: (currently no listing)
The Bear's Den is a seasonal food destination located beside Algonquin Fine Foods in the heart of Magnetawan. We proudly serve fresh-cut fries, handcrafted burgers, poutine, chicken fingers, hot dogs, specialty sandwiches, premium ice cream, milkshakes, floats, and specialty coffees.

More than just a place to grab a meal, The Bear's Den has become a gathering place for residents, cottagers, boaters, and visitors looking to enjoy great food in a relaxed and friendly atmosphere. Guests can enjoy outdoor seating, seasonal events, live sports broadcasts, and a welcoming environment that celebrates the best of summer in Magnetawan.

We are committed to supporting local producers whenever possible and proudly feature a variety of Ontario-made and locally sourced products through both The Bear's Den and Algonquin Fine Foods.

Visitors are invited to stop by for a meal, an ice cream, a specialty coffee, or to browse the unique selection of local foods, gifts, and specialty products available next door at Algonquin Fine Foods.

We look forward to welcoming visitors throughout the summer season and helping showcase everything that makes Magnetawan such a special place to visit.

Buzzin' Around Apiaries (June 24 approved with changes) submitted for the directory



Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Peter and Angela Dunnett
Address: 202 Baker Road, Box 133, Magnetawan, ON P0A 1P0
Phone: 705-783-9168
Email: thedunnetts@outlook.com
Website: n/a
Where to purchase product: All products can be purchased at the Magnetawan market from May long weekend until Thanksgiving on Saturdays from 10-1 at the Lion's pavilion in Magnetawan. Products also available at various local businesses in the Almaguin area and can be picked up at the farm if prearrangements are made.

Condensed version for tourism landing page promoting places to eat and drink:
Local beekeeper Peter Dunnett maintains honeybees throughout the Magnetawan area. Offering unpasteurized wildflower #1 golden honey and creamed honey in various sizes. Honeycomb is often available in the fall.

Extended Business Directory text: (currently no listing)
Local beekeeper Peter Dunnett maintains honeybees throughout the Magnetawan area. Offering unpasteurized wildflower #1 golden honey and creamed honey in various sizes. Honeycomb is often available in the fall.

Peter has been working with honeybees since he was a teenager. He learned from John Holden as he helped with his hives. Later Peter got his own hives and has been constantly growing his apiary. Currently maintaining 5 bee yards with most of the beehives located on the farm on Baker Road. While harvesting and processing the honey there is a significant amount of beeswax gathered. Several all-natural products are produced using the beeswax such as candles, handmade soaps, beeswax wraps, lip balms, body lotions, balms and salves.

Extra photos for directory listing



Canadian Farmstead June 25th email sent; June 26th said will participate and submit materials; Approved July 24th
Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Aileen Ireland
Address: 1864 Miller Rd, Sundridge, ON, Canada, P0A 1Z0
Phone: (705) 783-1577
Email: canfarmstead@gmail.com
Website: https://www.facebook.com/p/Canadian-Farmstead-61583501864378/
Hours of Operation: Fridays and Saturdays from 10 am – 5pm or by appointment

CANADIAN FARMSTEAD

Condensed version for tourism landing page promoting places to eat and drink:
Welcome to our farm store! We proudly offer farm-fresh eggs, local Ontario pickerel, regular and grass-fed beef, organic chicken, and premium pork. You can also stock your freezer by purchasing whole quarters and sides of beef. Stop by today for organic sourdough bread, tasty Ontario cheeses, and fresh Ontario produce.

Extended Business Directory text: (currently no listing)
Welcome to our farm store! We proudly offer farm-fresh eggs, local Ontario pickerel, regular and grass-fed beef, organic chicken, and premium pork. You can also stock your freezer by purchasing whole quarters and sides of beef. Stop by today for organic sourdough bread, tasty Ontario cheeses, and fresh Ontario produce.

Cornball Store July 8th email sent to new email address; followed up July 24th
Proposed Category(ies):

3) Cafés and Baked Goods
4) Grocery staples and Farm Fresh (including maple and honey products)
QUESTION: should we put an entry in the take-out/pizza & ice cream category (#2) as well as catering category (#3)?

Contact Name: n/a
Address: 1664 Nipissing Rd S, Magnetawan, ON P0A 1P0
Phone: 705-387-0653 (old number??)
Email: hbell185@gmail.com
Website:
Hours of Operation: Or Check website?



Condensed version for tourism landing page promoting places to eat and drink NOTE: SAME TEXT FOR TWO CATTEGORIES:
More than a typical convenience store, the Cornball Store offers a wide range of products and services including fresh baked goods, groceries and everyday essentials, ice cream and snacks, oven-ready meals and catering options, bait and ice.

Extended Business Directory text: (currently lists old information)
https://magnetawan.com/explore/business-directory/cornball-store
The Cornball Store is much more than a typical convenience store. It offers a wide range of products and services, including:

- Fresh home baking and baked goods
- Ice cream and snacks (a big summer favourite)
- Groceries and everyday essentials
- Oven-ready meals and catering options
- Bait and ice

Its variety makes it a one-stop shop for cottagers, anglers, cyclists, and travelers passing through the area.

Croswell's Mercantile June 30th approved with changes and noted they will send photos
Category(ies):
2) Take-out / Pizza / Ice Cream
3) Cafés and Baked Goods

Contact Name: n/a
Address: 62 George Street, Ahmic Harbour, Magnetawan, ON, P0A 1A0
Phone: 705-358-1192
Email: croswellslanding@gmail.com
Website: https://www.facebook.com/p/Croswells-Mercantile-61550264465194/
Hours of Operation: Check website for current hours



Condensed version for tourism landing page promoting places to eat and drink NOTE: SAME TEXT FOR TWO CATTEGORIES:
Artisanal pizzas and baked goods made in-house daily. Also serving ice cream and specialty coffees! Check out our page to stay up to date!

Extended Business Directory text: (currently no listing)
Croswell's Mercantile focuses on artisan-style pizzas and baked goods made in-house daily, emphasizing freshness and simple, high-quality ingredients.
Menu highlights typically include:

- Handcrafted pizzas with creative and classic toppings
- Fresh baked goods and desserts
- Ice cream
- Specialty coffees
- Occasional specials and promotions (often posted online)

The business leans into a "from scratch" approach, giving it a more homemade, small-batch feel compared to larger or chain-style pizza options.

Dutch Harmony Ranch (June 24 approved with hours of operation added); submitted for the directory

Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Jackie and Jeremy Jeffrey
Address: 2958 Highway 520, Magnetawan, ON P0A 1C0
Phone: 705-349-0028
Email: dutchharmonyranch@gmail.com
Website: http://www.dutchharmonyranch.com/
Hours of Operation: Mon-Sat 9am-6pm; closed Sundays

Condensed version for tourism landing page promoting places to eat and drink:
Dutch Harmony is a working ranch / farm providing farm fresh eggs and meat from the farm including beef, pork, chicken and others.

Extended Business Directory text: (currently no listing)
Dutch Harmony Ranch is a working ranch / farm and a full-service feed store. It offers:

- Farm fresh eggs
- Meat from the farm including beef, pork, chicken and others
- Animal feed and agricultural supplies

Hen & Finch Maple Co. (June 24 approved with changes; updated price June 26); submitted for the directory



Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Amy and Zac Kvas
Address: 34 Gordon Road, Magnetawan, Ontario, P0A1P0
Phone: 905-359-1347
Email: henandfinchmaple@gmail.com
Website: https://henfinchmaple.ca/
Hours of Operation: Farm Stand Open (1 for $17 for 1 or 2 for $30 - exact cash or e-transfer to henandfinchmaple@gmail.com)

Condensed version for tourism landing page promoting places to eat and drink:
Based on a local 30-acre maple farm, Hen & Finch Maple Co. is owned and operated by first-generation maple farmers, Zac and Amy Kvas. With backgrounds in mixology, winemaking, and food production, they aspire to make maple syrup a staple ingredient in Canadian kitchens. Limited Seasonal Supply – Maple Syrup Available While Quantities Last

Extended Business Directory text: (currently no listing)

Limited Seasonal Supply – Maple Syrup Available While Quantities Last

Hen & Finch Maple Co. is based on a 30-acre maple farm in the Almaguin Highlands, owned and operated by first-generation maple farmers, Zac and Amy Kvas. With backgrounds in mixology, winemaking, and food production, they aspire to make maple syrup a staple ingredient in Canadian kitchens. Join us on our journey into northern living, farm life, and business exploration with our two boys, Henry and Crew.

Sales are facilitated online and at a variety of Ontario Retailers (https://henfinchmaple.ca/pages/retailers).

In addition to maple syrup, Hen & Finch Maple Co. also offers branded shirts and ball caps.

Jimmy's Catering July 2nd email sent; follow up July 24th
Proposed Category(ies):
6) Catering

Contact Name: James McMurdo
Address: n/a
Phone: n/a
Email: mcmurdojames@yahoo.ca
Website: n/a
Hours of Operation: Or Check website?

Condensed version for tourism landing page promoting places to eat and drink:
Offering catering services in the Magnetawan Area.

Extended Business Directory text:
Offering catering services in the Magnetawan Area.

KVAS Fine Beverage Co. June 24 approved with changes; June 26th updated price); submitted for the directory
Proposed Category(ies):
5) Alcohol / Bars / Specialty Drinks



Contact Name: Amy and Zac Kvas
Address: 34 Gordon Road, Magnetawan, Ontario, P0A1P0
Phone: 905-359-1347
Email: info@kvasfbc.com
Website: https://www.kvasfbco.com/

Hours of Operation: Farm Stand Open (1 for $17 for 1 or 2 for $30 - exact cash or e-transfer to henandfinchmaple@gmail.com)
Online Store: https://www.kvasfbco.com/collections/shop

Condensed version for tourism landing page promoting places to eat and drink:
Based on a maple farm in Magnetawan, Ontario, Kvas Fine Beverage originated from the idea of connecting drink with food and place. Inspired by Canadian agriculture, Kvas uses nature's sugars – including maple syrup, honey and fruit juices – alongside farm-to-table botanicals, spices and citrus to create balanced, layered cocktail syrups. Designed for cocktails, mocktails, coffee and soda, each syrup showcases the flavours of Canada's farms and forests in a versatile, easy-to-use format.

Extended Business Directory text: (currently no listing)
Based on a maple farm in Magnetawan, Ontario, Kvas Fine Beverage originated from the idea of connecting drink with food and place. Inspired by Canadian agriculture, Kvas uses nature's sugars – including maple syrup, honey and fruit juices – alongside farm-to-table botanicals, spices and citrus to create balanced, layered cocktail syrups. Designed for cocktails, mocktails, coffee and soda, each syrup showcases the flavours of Canada's farms and forests in a versatile, easy-to-use format.

History:
Kvas Fine Beverage Co. originated in 2018 by husband and wife Co-Founders Zac and Amy Kvas. Having a last name that means "yeast," it is only suitable that both enjoyed working with alcohol.

Together their experience ranged from viticulture to hospitality management to bartending, but creating something that was truly their own was the goal.

With the increase in cocktail culture and an absence of premium cocktail syrups in Canada, Kvas set out to align their values of local agriculture, flavour and knowledge with the release of the Kvas brand. Their initial syrup release sold out in 48 hours and soon the side hustle became a lifestyle.

Eight years in, you can now find Kvas cocktail syrups across Canada, including retailers, distilleries, wineries, along with restaurant bar menus and cafes.

LCBO Approving for them 😊
Proposed Category(ies):
5) Alcohol / Bars / Specialty Drinks

LCBO

Address: 12 Biddy Street, Magnetawan, ON P0A 1P0, Canada
Phone: (705) 387-3761
Website: https://www.lcbo.com/en/

Hours of Operation: 10am – 6pm Tuesday – Saturday
11am – 6pm Sunday
Closed Monday

Condensed version for tourism landing page promoting places to eat and drink:
The Magnetawan LCBO is a government-operated liquor store that provides a wide selection of beer, wine, spirits, and ready-to-drink beverages.

Extended Business Directory text:
The Magnetawan LCBO is a government-operated liquor store that provides a wide selection of beer, wine, spirits, and ready-to-drink beverages.

Magnetawan Bait and Tackle Approved July 2nd
Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)



Contact Name: Robert & Ellie Mae Rainey
Address: 4860 Hwy 520, Magnetawan, ON P0A 1P0, Canada
Phone: 705-387-3361
Email: magbait@aol.com
Website: ~~magbait.com (page won't open)~~
Hours of Operation: Year-Round Monday to Sunday from 8:00 AM to 7:00 PM (Extended summer hours)

Condensed version for tourism landing page promoting places to eat and drink:
Magnetawan Bait & Tackle is a locally owned and operated general store and sporting goods shop offering a variety of snacks, grocery items and cold drinks.

Extended Business Directory text:
Magnetawan Bait & Tackle is a locally owned and operated general store and sporting goods shop. Serving the Almaguin Highlands and Parry Sound region for over 40 years, it acts as a comprehensive one-stop shop for anglers, cottagers, and outdoor enthusiasts.

Core Offerings & Services
The store provides a much broader inventory than a typical bait shop, making it a central hub for the local community:

- **Fishing & Hunting Supplies:** Live bait, an extensive selection of rods, reels, lines, and colorful lures. MNR fishing and hunting licences.
- **Fuel & Utilities:** Gasoline, propane exchange tank services, firewood, and blocks of ice.
- **Convenience & Groceries:** Snacks, core grocery items, cold drinks, OLG lottery tickets.

- **Outdoor Recreation:** Marine and RV parts, fireworks, water tubes, towing ropes, and camping gear.
- **Souvenirs & Gifts:** Local clothing, mugs, greeting cards, puzzles, pet supplies, and wild bird seed.

Payment & Accessibility

- **Payment Methods:** Credit cards, debit cards, and NFC mobile payments are all accepted. American Express not accepted.
- **Accessibility:** Features a wheelchair-accessible entrance.

This wide range makes it a **one-stop shop for anyone heading out on the water, into the woods, or to the cottage.**

Magnetawan Home Hardware – Outlet for M&M Meats and Leadbetters Approved July 4th
Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)



Contact Name: Brenda and Alan Fraser
Address: 15 Burrows Street, Magnetawan, ON P0A 1P0, Canada
Phone: 705-387-3988
Email: magnetawanbuilding@bellnet.ca
Website: https://www.facebook.com/profile.php?id=100063770310919
Hours of Operation: Monday to Saturday from 8am – 5pm; Closed Sundays

Condensed version for tourism landing page promoting places to eat and drink:
Not just a local hardware store, Magnetawan Home Hardware is a local outlet for M&M Meats and Leadbetters providing frozen prepared meals, meats, seafood, appetizers and desserts!

Extended Business Directory text (Currently listed as Magnetawan Building Centre with very limited information https://magnetawan.com/explore/business-directory/magnetawan-building-centre):
The Magnetawan Home Hardware Building Centre is a locally owned, full-service hardware and building supply store that has been serving the community for decades. Established in 1969, it plays a central role in supporting homeowners, contractors, and cottage owners with everything from small repairs to full construction projects.
The store offers:

- Lumber and building materials
- Tools, hardware, plumbing, and electrical supplies

- Paint, garden, and seasonal products
- Project planning support for homes and cottages

It is known for its **hands-on service and knowledgeable staff**, reflecting the personalized, small-town Home Hardware model.

In-Store M&M Food Market and Leadbetters Section

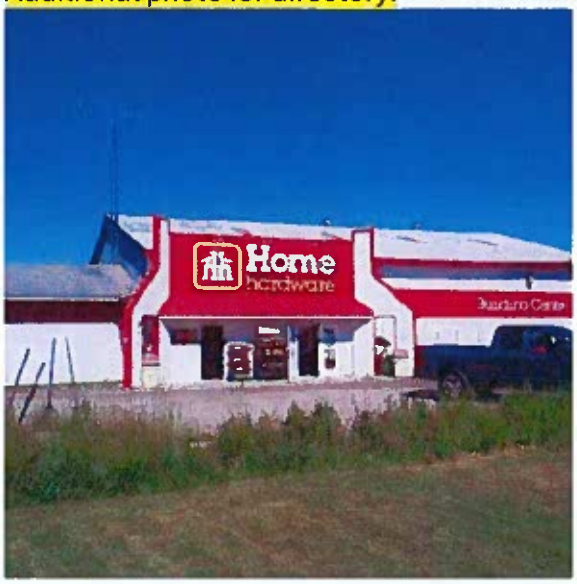
A key feature inside the store is its **M&M Food Market (M&M Meats) and Leadbetters outlets**, which provide:

- Frozen prepared meals (lasagna, stir-fry, etc.)
- Meats, seafood, and appetizers
- Desserts and easy meal solutions

This makes the store especially convenient for cottage owners—customers can **pick up building supplies and ready-to-cook meals in one stop**, a valuable combination in a small community.

Bottle Return location – details?

Additional photo for directory:



Magnetawan Grill & Grocery June 30th email bounced back; July 2nd follow up to new email address(es) and July 23rd

Condensed **versions (3)** for tourism landing page promoting places to eat and drink:

Condensed text for category 1) Restaurants:
Relax and unwind with delicious food in a warm, inviting setting, centrally located in the historic village of Magnetawan.



Contact Name: n/a
Address: 4244 Hwy 520, Magnetawan, ON
Phone: 705-387-0001
Email: info.magnetawan@gmail.com
Website: https://magnetawangrillandgrocery.com/
Hours of Operation: Summer Hours: Restaurant open 8am – 8pm days a week

Condensed text for category 4) Grocery staples and Farm Fresh (including maple and honey products):
Magnetawan Grill & Grocery operates as both a fully licensed restaurant and a general grocery store, offering a convenient one-stop destination for meals and everyday essentials.



Contact Name: n/a
Address: 4244 Hwy 520, Magnetawan, ON
Phone: 705-387-0001
Email: info.magnetawan@gmail.com
Website: https://magnetawangrillandgrocery.com/
Hours of Operation: Summer Hours: Store open Monday – Saturday from 9am to 6pm; Sundays 9am – 5pm

Condensed text for category 5) Alcohol / Bars / Specialty Drinks:
Licensed restaurant providing a place to relax and unwind with delicious food in a warm, inviting setting, centrally located in the historic village of Magnetawan.



Contact Name: n/a
Address: 4244 Hwy 520, Magnetawan, ON
Phone: 705-387-0001
Email: info.magnetawan@gmail.com
Website: https://magnetawangrillandgrocery.com/
Hours of Operation: Summer Hours: Restaurant open 8am – 8pm days a week

Extended Business Directory text:
Contact Name: n/a
Address: 4244 Hwy 520, Magnetawan, ON

Phone: 705-387-0001
Email: info.magnetawan@gmail.com
Website: https://magnetawangrillandgrocery.com/
Hours of Operation: Summer Hours:
Store open Monday – Saturday from 9am to 6pm; Sundays 9am – 5pm
Restaurant open 8am – 8pm days a week

The Magnetawan Grill & Grocery operates as both a **fully licensed restaurant and a general grocery store**, offering a convenient one-stop destination for meals and everyday essentials.
The restaurant serves:

- Breakfast, lunch, and dinner daily
- Classic Canadian comfort food (burgers, fish & chips, sandwiches, and more)

Alongside the restaurant, the grocery section provides:

- Meat, produce, and pantry staples
- Snacks, drinks, and convenience items
- Essentials for both locals and cottagers

Include all three photos in the directory

Magnetawan Maple (June 24 approved with changes) submitted for the directory



Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Angie and Paul Dunnett
Address: 202 Baker Road, Box 133, Magnetawan, ON P0A 1P0
Phone: 705-783-9168
Email: thedunnetts@outlook.com
Website: n/a
Where to purchase product: All products can be purchased at the Magnetawan market from May long weekend until Thanksgiving on Saturdays from 10-1 at the Lion's pavilion in Magnetawan. Products also available at various local businesses in the Almaguin area and can be picked up at the farm if prearrangements are made.

Condensed version for tourism landing page promoting places to eat and drink:
Offers Amber and Dark wood fired maple syrup products.

Extended Business Directory text: **(currently no listing)**
Magnetawan Maple offers Amber and Dark wood fired maple syrup products.

Magnetawan Maple was established in 2021. The sugar shack at the farm is a busy place during late March and early April as the evaporator is fired up to produce amazing maple syrup. The maple tree sugar sand (called nitre) is filtered out of the hot syrup before bottling. The sugar sand is used in our handmade soaps and makes for a smooth and silky soap.

Additional photo for directory



Magnetawan Snack Bar June 25th email sent and bounced back NO EMAIL ADDRESS
Proposed Category(ies):
2) Take-out / Pizza / Ice Cream



Contact Name: Barbara Muszynski
Address: 5 Burrows Street, Magnetawan, ON P0A 1P0, Canada
Phone: (905) 977-8573; (905) 379-0819 (different numbers on internet and business directory listing)
Email: barbara_muszynski@hotmail.com EMAIL BOUNCED BACK
Website: https://www.facebook.com/p/Magnetawan-Snack-Bar-61561590142776/
Hours of Operation: Or Check website?

Condensed version for tourism landing page promoting places to eat and drink:

The Magnetawan Snack Bar is your one stop shop for a quick snack, big dinner, or an ice cream treat.

Extended Business Directory text (current listing has very limited information https://magnetawan.com/explore/business-directory/magnetawan-snack-bar):
The Magnetawan Snack Bar focuses on **traditional fast-food favourites**, making it a dependable stop for casual dining. Menu items typically include:

- Burgers and hot dogs
- Fresh-cut fries and poutine
- Chicken fingers and sandwiches
- Ice cream and cold treats

The food is straightforward, hearty, and designed for quick service—perfect for families, travelers, and cottage-goers.

North Point Catering June 25th approved with changes, submitted to Laura for directory
Proposed Category(ies):
6) Catering

Contact Name: Peter Gos
Address: 119 Patrick St. Box 121, Magnetawan, ON P0A 1P0
Phone: (416) 820-8179; Toll Free: (855) 478-3003
Email: petergos891@gmail.com
Website: https://www.northpointcatering.ca/



Condensed version for tourism landing page promoting places to eat and drink:
Northpoint Catering is a niche, year-round catering company serving the growing cottage area of the Almaguin Highlands, as well as the larger communities from Huntsville/Novar to Powassan and from Algonquin Park to Dunchurch. We cater to your budget!

Extended Business Directory text: (current listing has very limited information - https://magnetawan.com/explore/business-directory/north-point-catering)

Northpoint Catering is a niche catering company serving the growing cottage area of the Almaguin Highlands, as well as the larger communities from Huntsville/Novar to Powassan and from Algonquin Park to Dunchurch.

We cater to your budget!

We want to be known as the premier year-round caterer for the area.

We provide high quality food for various events at reasonable prices using locally sourced ingredients as much as possible.

Food to Go
We supply "Platters or Dinner to Go " packages for those who don't have the time to do the work but still want to impress their guests while spending quality time with them

We also have access to custom cake designer & baker Paula Oates @ www.deliciouslysinfultreats.ca

Catering
We offer various styles of catering from Cocktail, Plated Dining, Buffet and Private dinners or Private Chef services for everything from cottage get-togethers or backyard BBQ's and Pig roasts to Engagements, Weddings, Birthday, Graduation, Anniversary, as well as Celebration of life events.

Rentals
We can supply you with various equipment if you want to "DIY".
chaffing dishes, salad bowls, cutlery, dinner place settings, coffee & tea urns, hot boxes, etc.

Peace Hill Farms June 28th email sent, follow up July 24
Proposed Category(ies):
4) Grocery staples and Farm Fresh (including maple and honey products)



Contact Name: Mike and Marian
Address: 3463 Hwy 124, Sundridge, ON, P0A 1Z0
Phone: 705-787-5943
Email: peacehillfarmont@gmail.com
Website: https://peacehillfarmontario.ca/
Hours of Operation: Or Check website? Where can people buy your products?

Condensed version for tourism landing page promoting places to eat and drink:

From fresh florals to organically grown produce and feed grains, we take pride in everything we grow.

Extended Business Directory text: (currently no listing)
FRESH FLOWERS
Starting mid to late April with fancy tulips from our hoophouse and field, we grow a flower for every occasion. Gorgeous Peonies, fragrant Phlox, and stunning Sunflowers to name but a few.

VEGETABLES
Seasonal, fresh, and always organically grown, our hoophouses host heirloom tomatoes, peppers, eggplant, and fragrant herbs. From the field, leafy greens, and a variety of summer veggies are available at the farmstand June to late September.

GARLIC
Mike's favourite varieties are planted with care each Autumn. In the late spring we have fresh Garlic Scapes, with Green Garlic available soon after. The big harvest in late July yields large, tasty bulbs for your table or pantry!

The Gift of Flowers
Our fresh wrapped bouquets are ready for gifting or taking home to enjoy on your table. You can find them at the Magnetawan Farmer's Market every Saturday May -Sept., at Sips Craft Beverages in Sundridge, and of course, at our Farmstand.

LET US BE A PART OF YOUR SPECIAL DAY!
Getting married, or have a special event that needs the beauty of fresh flowers? Talk to us about our DIY flower buckets.

Make your own stunning arrangements, bouquets and centre pieces using freshly picked, local, pesticide free flowers. Get the look you want, while saving money, and adding your own creative touch!

Call us for a quote and to reserve for the 2026 season.

Swiss Country House Restaurant (onsite at Ahmic Lake Resort) June 28th email sent; July 2nd follow-up and July 23rd
Proposed Category(ies):
1) Restaurants
5) Alcohol / Bars / Specialty Drinks

Contact Name: n/a
Address: 50 Robinson Rd, Ahmic Harbour (Magnetawan), ON P0A 1A0
Phone: (705) 387-9292

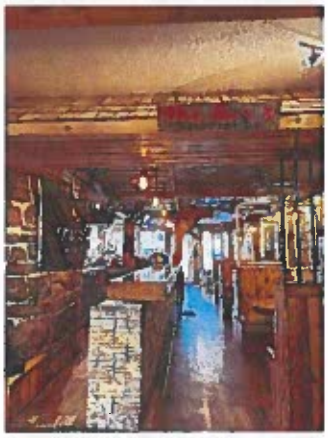
Email: info@ahmiclakeresort.com
Website: https://www.ahmiclakeresort.com/Restaurant
Hours of Operation: Open Tuesday to Sunday
Breakfast: 8:00 a.m. – 11:00 a.m.
Lunch: 12:00 p.m. – 3:00 p.m.
Dinner: 4:00 p.m. – 8:00 p.m.
Open until 9:00 p.m. on Friday and Saturday
Please Note: This schedule is valid until September 9, 2026. Hours are subject to change without prior notice; please contact us before booking.



Condensed **versions(2)** for tourism landing page promoting places to eat and drink:

Condensed text for category 1) Restaurants:
Treat yourself to delicious, home-style cooking at our on-site Swiss Country House Restaurant. Enjoy a breathtaking lake view or catch your favourite game in the bar.

Condensed text for category 5) Alcohol / Bars / Specialty Drinks: (Should the bar be renamed to the Bar "N" Sports Bar and Eatery?)
Attached to the Swiss Country House Restaurant, the Bar'N' Sports Bar & Eatery is a place you can enjoy a cold one while watching your favourite sport on multiple screens! We offer a local and European variety of draught beer on tap! Cocktail, wine, or beer? We've got you COVERED!



Extended Business Directory text:
Often referred to locally as the "Swiss House," the **Swiss Country House Restaurant** is a well-known lakeside restaurant located at Ahmic Lake Resort. It specializes in **authentic Swiss and Canadian cuisine**, offering a unique dining experience that stands out in the Magnetawan area.

The menu features traditional European-inspired dishes such as schnitzel, cordon bleu, and rösti, alongside steaks, fish, and classic comfort meals. It is also known for its **homemade desserts**, including apple strudel and other baked treats.

The Bar "N" Sports Bar & Eatery
Attached to the Swiss Country House Restaurant, the Bar'N' Sports Bar & Eatery is a place you can enjoy a cold one while watching your favourite sport on multiple screens! We offer a local and European variety of draught beer on tap! Ask your server about our awesome choices! Cocktail, wine, or beer? We've got you COVERED!

Include both photos in directory

Tanner's Inn & Dining July 1st approved and Paul noted no accommodations at this time.
Category(ies): 1) Restaurants

Condensed version for tourism landing page promoting places to eat and drink:
Great food and hospitable British service in a casual dining environment. See our Daily Specials and, our full Dinner Menu is available every night. Menu includes a variety of food offerings to suit most people's tastes.



Contact Name: Paul Rogers
https://magnetawan.com/explore/business-directory/tanners-inn-dining)
Address: 5017 Hwy 124, Magnetawan, Ontario P0A 1P0
Phone: 705-387-4725
Email: info@tannersinn.com
Website: https://tannersinn.com/wordpress/
Hours of Operation: Thursday – Sunday 4:30 – 8pm;
Closed Monday, Tuesday and Wednesday

Extended Business Directory text:
Great food and hospitable British service in a casual dining environment.

See our Daily Specials and, our full Dinner Menu is available every night.
In our menu we have tried to include a variety of food offerings to suit most people's tastes.

You may have noticed there are few deep-fried food items on the menu. All cooking oils I use are trans fat free. Seasoning for french fries is made in house to limit the amount of sodium used. We serve fresh, well prepared, wholesome food and aim to provide healthier food options using reduced sodium ingredients wherever possible.

We have brought as much of Jolly Olde England's food and décor to Canada as the Queen would allow. Our wine glasses are 1800's chalice style. And how about that half pint of coffee? Cheers! I'll drink to that! Come as you are for casual dining and the best in British hospitality.

Thank you. — Barry Tanner, Executive Chef de Cuisine

Trader Ted's Approved July 23
Category(ies): 4) Grocery staples and Farm Fresh (including maple and honey products)

Contact Name: Ted McEwen
Address: 6618 Highway 124, Magnetawan, Ontario P0A 1P0
Phone: 705-774-6450

Email: sledted@hotmail.com
Website: https://www.facebook.com/groups/1687829081451192/
Hours of Operation: Open 7 days a week 10am - 7pm



Condensed version for tourism landing page promoting places to eat and drink:
Trader Ted's operates as a multi-purpose retail shop, combining elements of a convenience store, gift shop, and clothing outlet.

Extended Business Directory text: (currently limited text - https://magnetawan.com/explore/business-directory/trader-teds)
Trader Ted's operates as a multi-purpose retail shop, combining elements of a convenience store, gift shop, and clothing outlet. It carries a variety of items, including:

- Casual clothing and accessories
- Giftware and novelty items
- Snacks and convenience goods
- Seasonal and cottage-related products

This variety makes it a handy one-stop shop for both everyday needs and unique finds.

Twisted Sister July 2nd email sent, follow up July 23rd
Proposed Category(ies):
6) Catering

Contact Name: Eva Shubrook
Address: n/a
Phone: n/a
Email: northernrose1962@gmail.com
Website: n/a
Hours of Operation: Or Check website? Or n/a?

Condensed version for tourism landing page promoting places to eat and drink:
Offering catering services in the Magnetawan Area.

Extended Business Directory text:
Offering catering services in the Magnetawan Area.


Analytics
OSIM Websites - Analytics Accounts
Magnetawan - GA4
Go to report
All Users
Add comparison
Custom Jul 1 - Sep 30, 2026
Pages and screens: Page title and screen class
Add filter
Views by Page title and screen class over time
Day
05 Jul
12
19
26
03 Aug
09
16
23
30
06 Sep
13
20
27
Total
Explore - Municipality of Magnetawan
explore
Rows per page: 10
1-1 of 1
Page title and screen class
Views
Active users
Views per active user
Average engagement time per active user
Event count
All events
Key events
All events
Total revenue
Total
883
1.53% of total
417
2.29% of total
2.12
Avg -93.25%
34s
Avg -41.05%
2,135
1.28% of total
0.00
$0.00
1
Explore - Municipality of Magnetawan
883 (100%)
417 (100%)
2.12
34s
2,135 (100%)
0.00 (–)
$0.00 (–)
© 2026 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

Laura Brandt

From: Bill Bishop <livingmagnetawan@gmail.com>
Sent: August 31, 2026 11:34 AM
To: Erica Kellogg; Laura Brandt
Cc: Rachel Sullivan; Rob Ross
Subject: STA Visitor Exit Survey

Good Morning All,

I have not received any correspondence from STA operators regarding opting into Visitor Exit Survey. I am wondering if a followup email on behalf of METC be sent out. Once again inviting operators to reach out to METC directly with any questions, but maybe also a gentle nudge suggesting that an STA operator reach out to Bill Bishop at livingmagnetwan@gmail.com or (705) 349-1264 (call or text) to arrange delivery of the laminated Visitor Exit Survey card.

What do you all think?

Bill

Laura Brandt

From: Erica Kellogg
Sent: August 31, 2026 12:35 PM
To: livingmagnetawan@gmail.com; Laura Brandt
Cc: Rachel Sullivan; Rob Ross
Subject: RE: STA Visitor Exit Survey

Hi Bill,

This is the original message sent out.

Good morning STA Operators,

I've been asked to share the attached visitor exit survey QR Code along with the attached letter from the METC. Perhaps you have this QR code already posted in your rental or have had conversations with the METC on the survey; if you have questions on the survey or would like to discuss this initiative further, you can directly contact Councillor Bill Bishop at livingmagnetawan@gmail.com.

Appreciate your time, hope you have had a good season,
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

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

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From: Bill Bishop <livingmagnetawan@gmail.com>
Sent: August 31, 2026 11:34 AM
To: Erica Kellogg <ekellogg@magnetawan.com>; Laura Brandt <lbrandt@magnetawan.com>
Cc: Rachel Sullivan <rsullivanonthelake@gmail.com>; Rob Ross <rross@cambridgeforums.com>
Subject: STA Visitor Exit Survey

Good Morning All,

I have not received any correspondence from STA operators regarding opting into Visitor Exit Survey. I am wondering if a followup email on behalf of METC be sent out. Once again inviting operators to reach out to METC directly with any questions, but maybe also a gentle nudge suggesting that an STA operator reach out to Bill Bishop at livingmagnetwan@gmail.com or (705) 349-1264 (call or text) to arrange delivery of the laminated Visitor Exit Survey card.

Laura Brandt

From: Bill Bishop <livingmagnetawan@gmail.com>
Sent: September 1, 2026 1:13 PM
To: Erica Kellogg
Cc: Laura Brandt; Rachel Sullivan; Rob Ross
Subject: Re: STA Visitor Exit Survey

Good Afternoon,

Since METC has not heard from any STA operators regarding the Visitor Exit Survey, it would be worthwhile to send out a reminder..

I dunno... maybe something like:

Our Magnetawan Economic Tourism Committee (METC) will have an information display in the Pavilion during the Magnetawan Agricultural Fair this Saturday, September 5. STA operators are invited to stop by and visit with METC committee members. They will be providing updates of various initiatives promoting tourism in Magnetawan.

*The **"Visitor Exit Survey"** laminated card for your rental cottage will be available for pick up. If you are unable to be there, please reach out to Bill Bishop (METC member) at livingmagnetawan@gmail.com, or (705) 349-1264. Bill would be happy to arrange delivery of the **"Visitor Exit Survey".***

Thanks Erica,

Bill

> On Aug 31, 2026, at 12:34 PM, Erica Kellogg <ekellogg@magnetawan.com> wrote:
>
> Hi Bill,
>
> This is the original message sent out.
>
> *Good morning STA Operators,*
>
> *I've been asked to share the attached visitor exit survey QR Code along with the attached letter from the METC. Perhaps you have this QR code already posted in your rental or have had conversations with the METC on the survey; if you have questions on the survey or would like to discuss this initiative further, you can directly contact Councillor Bill Bishop at livingmagnetawan@gmail.com.*
>
> *Appreciate your time, hope you have had a good season,*

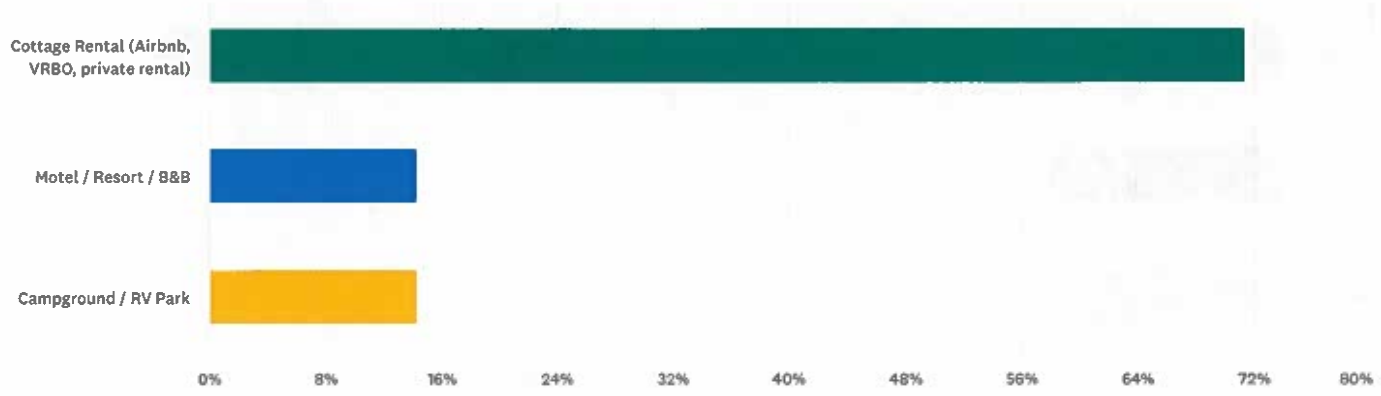
Q10 What is one thing the municipality could improve to make your next stay better?

Answered: 2 Skipped: 5

#	RESPONSES	DATE
1	There isn't much to do in town beyond the park especially for kids. It would be great to have more options like a coffee shop, restaurants, or a bar. A splash pad would be nice but you have to leave town to find one. We found ourselves taking the family to other towns every day for things to do and places to eat. Quiet Bay has lots to offer the kids, which was definitely the best part of staying in Magnetawan for us. We didn't get gas or food here, just firewood and ice cream. Cute town with lots of potential. Hopefully there is more to do one day, but either way we will be back again in the fall 🙂	8/16/2026 10:29 AM
2	Magnetawan is very basic. It needs a proper grocery store, pharmacy, more shops and restaurants. It's not tourist friendly. We chose to come here for the cottage. Not the town. Needs to be more tourist friendly.	8/10/2026 2:05 PM

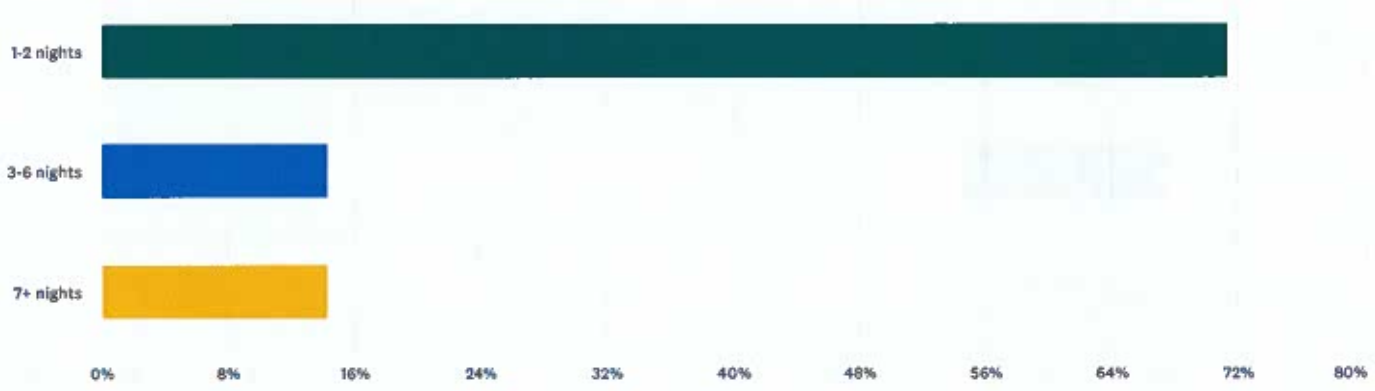
Q1 7 responses

What type of accommodation are you staying at?



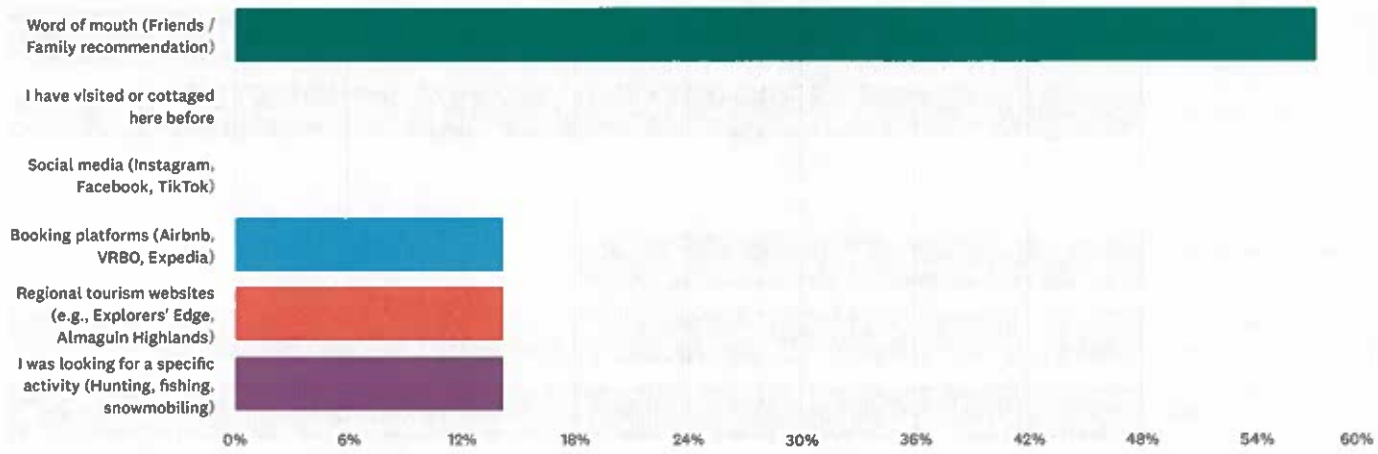
Q2 7 responses

How many nights did you spend here on this trip?



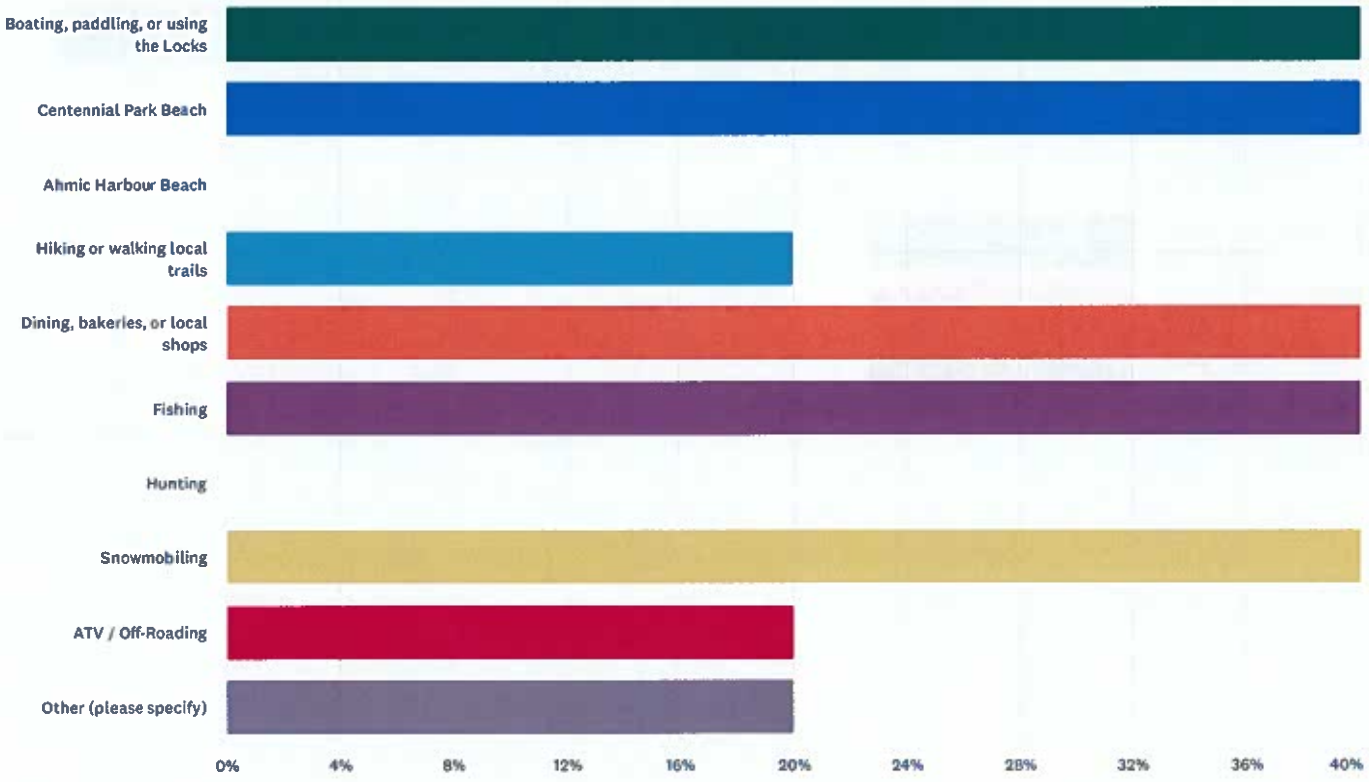
Q3 7 responses

How did you choose or find out about staying in Magnetawan?



Q4 5 responses

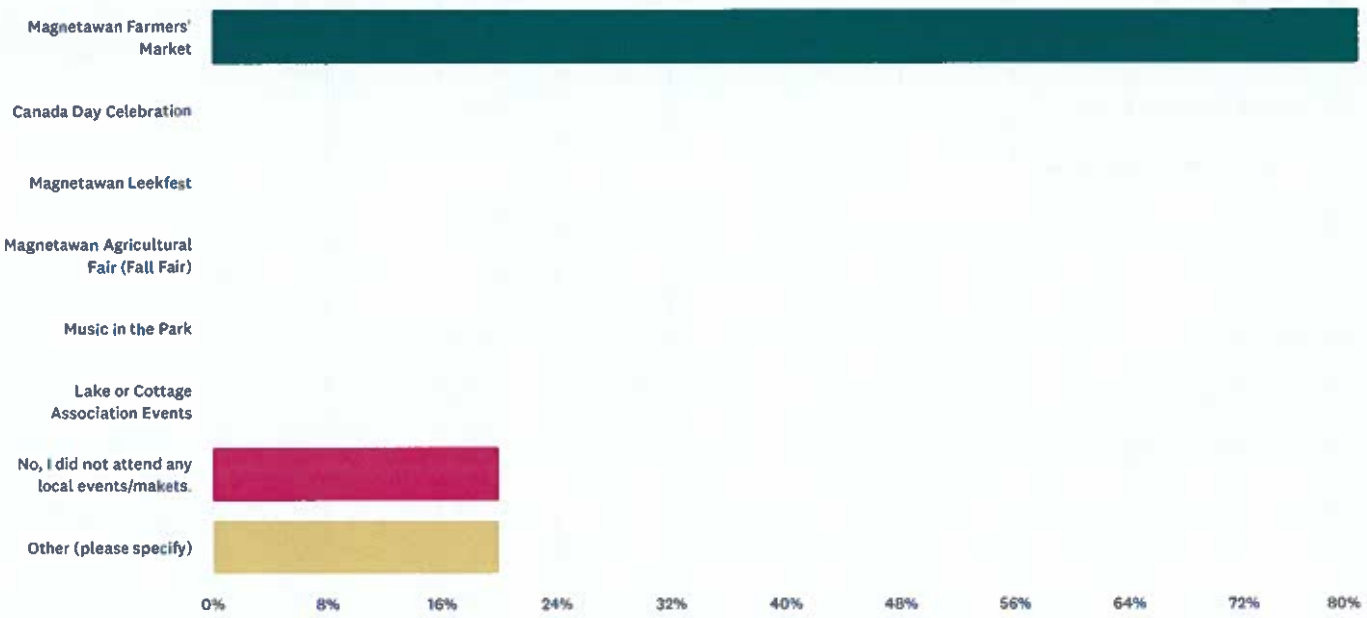
What did you enjoy during your visit to Magnetawan?



Answer Choices	Percentage	Responses
Boating, paddling, or using the Locks	40.00%	2
Centennial Park Beach	40.00%	2
Ahmic Harbour Beach	0%	0
Hiking or walking local trails	20.00%	1
Dining, bakeries, or local shops	40.00%	2
Fishing	40.00%	2
Hunting	0%	0
Snowmobiling	40.00%	2
ATV / Off-Roading	20.00%	1
Other (please specify)	20.00%	1
Total		13

Q5 5 responses

Did you attend or visit any of these local events or markets?

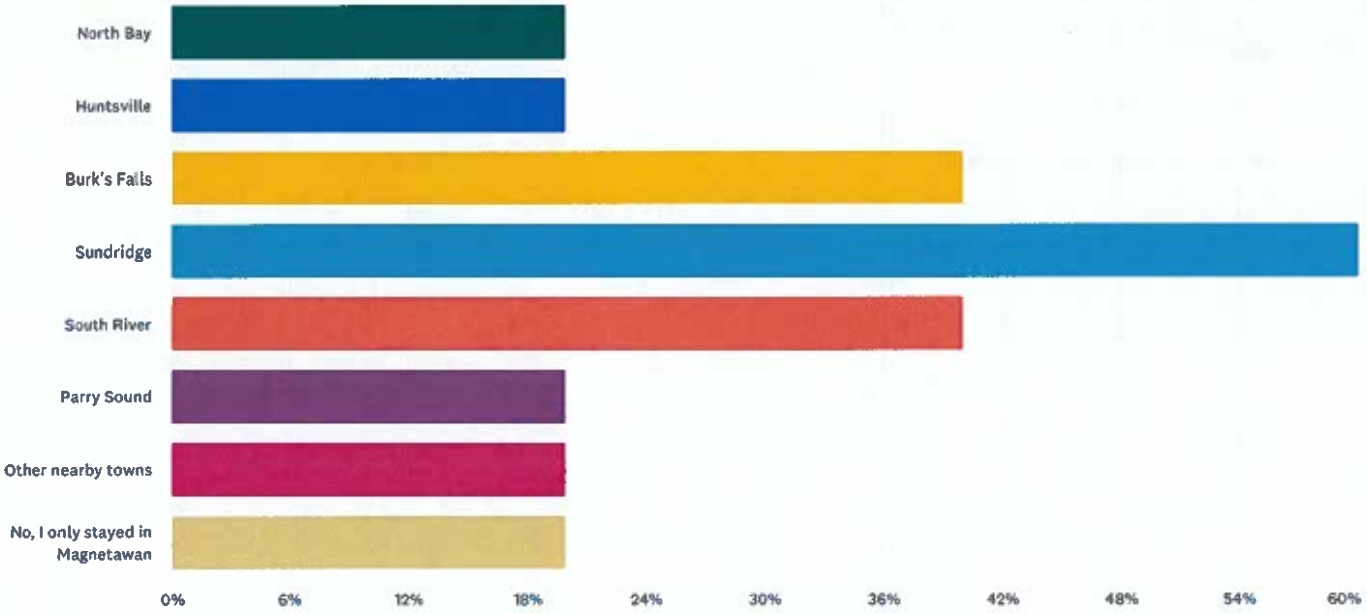


Answer Choices	Percentage	Responses
Magnetawan Farmers' Market	80.00%	4
Canada Day Celebration	0%	0
Total		6

Magnetawan Leekfest	0%	0
Magnetawan Agricultural Fair (Fall Fair)	0%	0
Music in the Park	0%	0
Lake or Cottage Association Events	0%	0
No, I did not attend any local events/makets.	20.00%	1
Other (please specify)	20.00%	1
Total		**6**

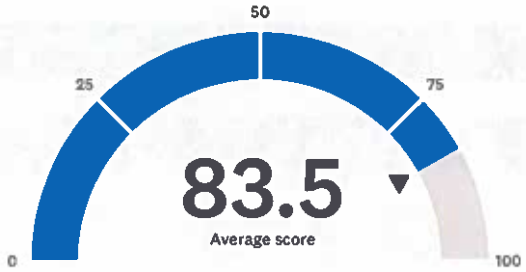
Q6 5 responses

Did you visit any other nearby communities during this trip?



Q7 2 responses

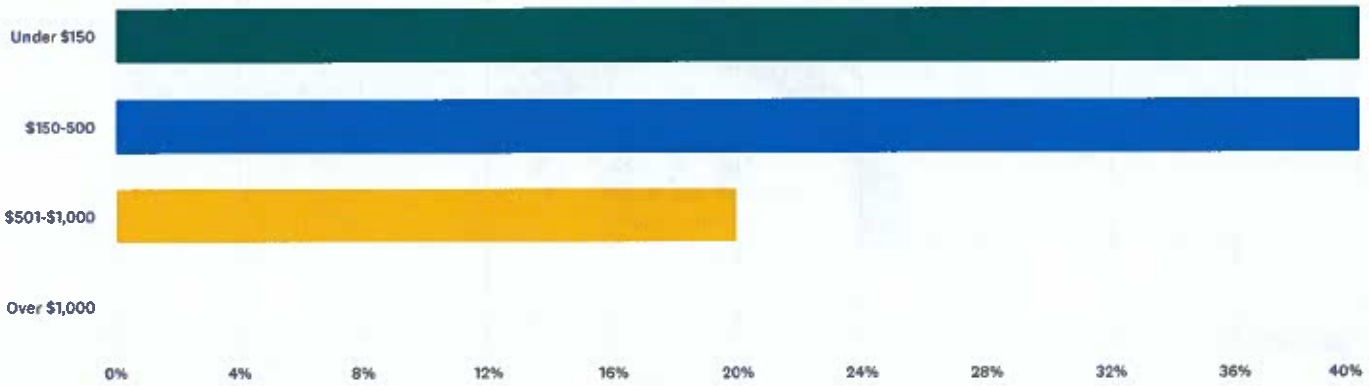
How would you rate Magnetawan's public spaces (beaches, parks, boat launches)



Basic statistics				
Minimum	**Maximum**	**Median**	**Mean**	**Standard Deviation**
67.00	100.00	83.50	83.50	16.50

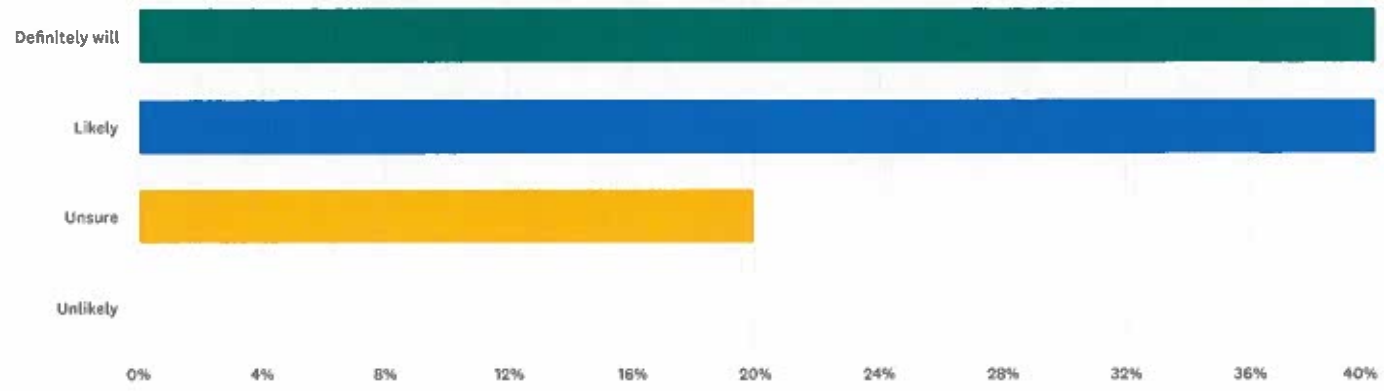
Q8 5 responses

What is your estimated spending during your stay by your group in Magnetawan (gas, food, bait, shops)



Q9 5 responses

How likely are you to return to Magnetawan?



Q10 What is one thing the municipality could improve to make your next stay better?

Answered: 2 Skipped: 5

Q11 Your home Postal Code / Zip code

Answered: 3 Skipped: 4

Laura Brandt

From: Rob Ross <RRoss@cambridgeforums.com>
Sent: August 27, 2026 2:15 PM
To: Laura Brandt
Subject: Re: Sign Order
Attachments: Rob's Proof.pdf

FYI...order for tabletop sign for Fall Fair. I also ordered a banner from Vistaprint which I paid on my Visa card. Will fwd details when I get them.

Get Outlook for iOS

From: info <info@signcraftcanada.com>
Sent: Thursday, 27 August 2026 12:34:57
To: Rob Ross <RRoss@cambridgeforums.com>
Subject: RE: Sign Order

Hi Rob,
I had the Magnetawan-of-a-kind logo on file from another project.
Please view the attached proof. if it is good I can get it printing

I will just invoice the municipality as I have them as a client already

Thank you,
Natalie Hogg

Summer Hours Monday - Friday 9am - 4pm

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

From: Rob Ross [mailto:RRoss@cambridgeforums.com]
Sent: August 26, 2026 2:47 PM
To: Info@signcraftcanada.com
Cc: Dave Antle
Subject: Sign Order

Natalie –
I'd like to order a table sign that we discussed. One time use outdoors at the Fall Fair in Magnetawan.
18" x 18" in the plastic used for election signs.
Delivery required by or before Fri Sept 4. I'll pick it up.
Logo art attached. I was able to open it in Adobe reader...does that work for you?
Text centered and roughly the proportions below, to read:

[logo centered – to occupy approx. 1/3 of the space]

FREE

Shopping Bag

One per family while supplies last

This is for the Municipality of Magnetawan, but I can pay you on Visa if that's easier than invoicing them.

Rob Ross
49 Peninsula Lane
Burks Falls, ON
P0A1C0

Rob – 416 451-6344
Beverley – 416 480-2180

Virus-free.www.avg.com

SignCraft
CANADA
email andy@signcraftcanada.com | web signcraftcanada.com | voice 705.384.7550

ArtWork



Please call in or email your approval

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: August 19, 2026 12:41 PM
To: Laura Brandt; Erica Kellogg; Kerstin Vroom
Cc: Dave Antle
Subject: Update on call with OMAFRA

Hello all,
I finally connected with Pierrette Desrochers from Rural Affairs (formerly OMAFRA) - Thanks to Dave bugging some old contacts! Thanks Dave

It was a good initial chat. We talked for almost an hour and a half and I spent a lot of time going through the detailed history / origins of METC, including setting the context for mixed responses in terms of support for tourism as well as the STA bylaw.

In terms of next steps and working together, we talked about setting up another FICE for Magnetawan. Although this would be an easy first step, timing may not work so that could be something we look at for 2027 (she needs to find a partner community, the visits need to happen, etc). We also chatted about conducting a BR&E and that she may be able to help pull some others from the area in to help. We chatted about how this could be all helpful and be solid support material for an Economic Development Strategy (I noted you may be working on one in the future Erica).

This was all a preliminary chat and she said she would follow up with an email to you about the Rural Ontario Development Fund (which I know you are familiar with). I suggested we set up a larger meeting with you as well at some point in the future.

I noticed in the Council agenda package there was a funding application for a BR&E that was not supported. Maybe we can regroup some time to chat about all of this and some next steps. I looped all three of you in as I believe all of this is connected and links to work you are doing or may be planning to do.

Hope your summer is going well!
Thanks,
Rachel

Laura Brandt

From:	Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent:	October 4, 2026 12:37 PM
To:	Laura Brandt; Fraser, Brenda
Subject:	METC Small Business Week event - Tuesday, October 20th - 6-8pm - update and support requested
Attachments:	2026 Small Business Week event - Magnetawan Business Connect.jpg; Social media Messaging Small Business Week.docx

Hello all (METC bcced),
Please find attached a copy of the poster to promote the Small Business Week event we have lined up for Tuesday, October 20th from 6-8pm. Also attached is a line up of daily messages Laura prepared to promote Small Business Week.

We have two speakers lined up - Trista Porter from the Ministry of Northern Development and Jancie Heidman from the Parry Sound Community Business & Development Centre (PSCBDC). We're also working on having business support groups there with booths. METC will act as the MC for the event and provide a minimal update focused on items that are applicable to all sectors such as the business directory. As part of the event, we plan to ask for feedback including a hard copy survey as well as 'live voting' asking for input on future event topics. We thought we would follow the same approach we took for the first forum and have some ideas posted on the wall, ask for other ideas and then ask people to sign up (or just vote) if interested.

We're looking for help with a few items listed below.

Input requested:

- Event support: Let us know if anyone plans to join us for the event and can help out with set-up (5-6pm); registration table; facilitating live voting; etc.
- Advance promotions: It would be great if members could promote the event to any contacts or area businesses. Please share any businesses you will contact so we can try to avoid duplicate efforts.

Laura and Brenda, feel free to chime in if I have forgotten anything.
Thank you!
Rachel, Brenda and Laura

The Magnetawan Economic Tourism Committee presents

MAGNETAWAN BUSINESS CONNECT

IN CELEBRATION OF SMALL BUSINESS WEEK!

Join the METC Committee for an informative evening connecting local businesses with programs, funding and resources available to help them launch, grow and invest



TUESDAY OCTOBER 20TH

FROM 6PM TO 8PM

Location: Magnetawan Community Centre

Presentations by Trista Porter Northern Development Advisor, Northern Economic Development and Growth

Janice Heidman Executive Director, Parry Sound Area CB&DC Community Futures

Jennifer Nickerson, Executive Director of The Business Centre Nipissing Parry Sound

REGISTRATION PREFERRED DROP-INS WELCOME

LIGHT REFRESHMENTS WILL BE SERVED

Monday, October 19 — Small Business Week Kick-Off
It's Small Business Week in Magnetawan!
This week, we're celebrating the entrepreneurs, makers, shops, restaurants, contractors and service providers who help make Magnetawan a great place to **live, work and play!**
Every local purchase, recommendation, share and review makes a difference.
❤️ **Shop Local. Support Local. Celebrate Local.**
Are you a local business? **Drop your business name in the comments and tell us what you do!**
#SmallBusinessWeek #Magnetawan #SupportLocal #ShopLocal #MagnetawanBusiness #Magnetawan-of-a-kind #magswhereitsat

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Tuesday, October 20 — Business Connect Day
Small Business. Big Opportunities. Local Connections.
Tonight is **Magnetawan Business Connect!**
Local business owners and entrepreneurs are invited to join the **Magnetawan Economic Tourism Committee** for an informative evening connecting you with programs, funding opportunities and resources available to help your business **launch, grow and invest**.
Tonight – Tuesday, October 20
6:00–8:00 p.m.
Magnetawan Community Centre
Light refreshments will be served
Registration preferred — drop-ins welcome!
Come with your questions, meet some new people and discover resources that could help your business!
#MagnetawanBusinessConnect #SmallBusinessWeek #Magnetawan #GrowLocal #Magnetawan-of-a-kind #magswhereitsat

---

Wednesday, October 21 — Meet Our Local Businesses
Behind every small business is a big story! ❤️
Our local businesses are more than places to shop — they are our **friends, neighbours, employers, entrepreneurs and community supporters**.
They sponsor events, donate prizes, support community groups and help make Magnetawan a destination for residents and visitors alike.
Today's Small Business Week challenge:
Tag a Magnetawan-area business you appreciate and tell us why!
A tag, share, recommendation or positive review costs nothing — but it can mean a lot to a small business.
#SupportLocal #SmallBusinessWeek #Magnetawan #LoveLocal #Magnetawan-of-a-kind #magswhereitsat

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Thursday, October 22 — Think Local First
Before you click "Add to Cart"... could you find it locally?
Supporting local doesn't always mean spending more. Sometimes it simply means **thinking local first**.
Grab a meal locally
Visit a local shop

Hire a local contractor
Purchase from a local maker
Recommend a local accommodation
Follow and share a local business online
Every dollar spent locally helps strengthen our community.
Where will YOU shop local this week?
#ThinkLocalFirst #ShopMagnetawan #SmallBusinessWeek #SupportLocal #Magnetawan-of-a-kind #magswhereitsat

---

Friday, October 23 — Thank You, Local Businesses!
Small businesses make a BIG difference in a small community.
As Small Business Week comes to a close, the **Municipality of Magnetawan and the Magnetawan Economic Tourism Committee** would like to say a big **THANK YOU** to all of our local business owners and entrepreneurs.
Thank you for investing in our community, creating jobs, providing services, welcoming visitors and helping Magnetawan grow.
And to our residents and visitors — remember that supporting local doesn't end with Small Business Week!
Shop Local. Eat Local. Hire Local. Recommend Local.
Together, we can help Magnetawan businesses thrive.
#SmallBusinessWeek #Magnetawan #SupportLocal #ShopLocal #GrowLocal #Magnetawan-of-a-kind #magswhereitsat

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: October 5, 2026 6:40 PM
To: Laura Brandt; Brenda Fraser
Subject: Re: METC Small Business Week event - Tuesday, October 20th - 6-8pm - update and support requested

Hello all (METC bcced),
We have a third speaker lined up so Laura has updated the event poster (attached). Here is some information on the additional presenter:

Jennifer (Jen) Nickerson, Executive Director for The Business Centre Nipissing Party Sound will provide a presentation (10 minutes max), focusing on The Business Centre Nipissing Parry Sounds (TBC) services and programs for entrepreneurs, new start ups and existing businesses.

TBC is a Provincially funded not-for-profit organization, which offers information, programs, training, and resources to entrepreneurs, startups, and expanding businesses, at no cost, to foster a prosperous business environment in the region. There are a variety of services that The Business Centre has to offer including:

- One-on-one consultations
- Business Development Programs and Training
- Business Plan Development
- Information on Funding Opportunities
- Professional Referrals
- Business Related Events and Networking Opportunities

Thanks
Rachel

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: October 4, 2026 4:32 PM
To: sdunnett2@gmail.com; Jon Hind; john.s.hetherington@gmail.com; Councillor Kneller; livingmagnetawan@gmail.com
Cc: Kerstin Vroom; Laura Brandt
Subject: Letter to Council regarding proposed changes to prohibit rental of community kitchen for commercial purposes

Mayor and Council,
I would like to request the proposed changes to the Fees and Charges By-law prohibiting commercial use of the community be deferred until such time as a fulsome discussion can take place with Council, the Magnetawan Economic Tourism Committee (METC), the Community Centre Board, staff and the public to understand how this municipality will support business development. I have outlined some history and thoughts below.

Background
At their meeting on June 24th, the Community Centre Board did not support a request from a new local business to allow the kitchen to be rented separately and Council supported the board recommendation.

https://magnetawan.com/content/government/06-24-2026-magnetawan-community-centre-board-final-minutes.pdf

> *ITEMS BROUGHT FORWARD 2.1 Correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen*
>
> *RESOLUTION 2026-11 Langford-Sohm*
> *WHEREAS the Magnetawan Community Centre Board receives the correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen;*
> *AND WHEREAS By-law 2026-18 states that the Magnetawan Community Centre Kitchen is not available for individual rental;*
> *AND WHEREAS the Magnetawan Community Centre Board's mandate is to advise Council of the public perspective on the care and maintenance of the facilities, community concerns, rental procedures and/or operations, and safety concerns;*
> *NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Community Centre Board respectfully request that Council keep the current By-law in place and is not in favour of renting the Community Centre kitchen nor allowing storage space for commercial operation. Carried.*
>
> *The Committee discussed the request for storage space as well as the possibility of allowing rentals for just the Community Centre Kitchen as the current policy is that it is not to be rented separately.*

Committee members agreed that there is currently no space that could house the dry goods that have been requested to be kept at the Community Centre. Currently there is not enough space to store all the current equipment for the Community Centre, events, and programming. The Committee discussed other potential roadblocks/risks associated with storing the dry goods such as health unit requirements as well as issues arising from potential theft and/or damages.

The Committee also discussed renting out the kitchen separately without the inclusion of the use of the hall itself. The Committee discussed concerns due to the production being proposed and that the kitchen could potentially acquire sticky ceilings. Concerns were also raised that allowing the rental to be separated would then allow the kitchen only to be rented on weekends and/or prime dates. They further discussed that other residents and community groups typically would need those dates and that these groups would rent the whole Community Centre including the kitchen. The Secretary advised the Committee that there are days that programming runs where the Community Centre is in use, but the kitchen is not such as Tuesdays for pickleball. The Secretary also advised the Committee that they could consider recommending putting a restriction on the rental where the renting of just the kitchen on a weekend or prime dates would not be allowable. The Committee also discussed that this request has been put before the Committee previously regarding the baking of pies and the Secretary advised the Committee that one other community commercial business has reached out with the same request and Staff advised the resident of the process to appeal for an exemption from the By-law.

The small business operator proceeded to rent the whole facility as is allowed under the current bylaw.

It is my understanding that as a result of this rental, staff were instructed to change the bylaw to prohibit any commercial rental of the kitchen.

Concurrently, following staff recommendations, METC were considering our Terms of Reference with a view to including support for business development. The plan was to present the amended Terms to Council in August. We put a halt to bringing updated Terms forward citing this decision by another Committee of Council and Council. These decisions caused confusion in terms of how the municipality might support local business development. The plan was to delay the revised Terms until the new Council was in place so we could present the types of activities we think should / could be supported by the municipality.

https://magnetawan.com/content/government/july-27-2026-metc-minutes-draft.pdf

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.

ASK:
The bylaw change to prohibit commercial use of the kitchen be deferred. A fulsome discussion on the types of business development this municipality can support, including, among others, Council, METC, the Community Centre Board, staff, and existing and potential user groups.

Municipalities are limited in what they can do to support entrepreneurship. There is an opportunity to look at community assets and how they may be better utilized to support business development. It is understood there are considerations that need to be factored in such as respecting community interests, scheduling, impact on service clubs, etc. An open conversation with all stakeholders allows for various viewpoints to be heard and considered as we look for ways to arrive at a win-win solution that protects community interests and supports responsible business development.

Also for consideration:

- The deadline to submit a request to provide a deputation to Council, is the Wednesday before Council meetings. However, the agenda is only released on Friday afternoon, after the deadline. How are people able to comment on items that appear in the agenda after the deadline?
- It would be helpful, if staff reports could be included where changes to bylaws are being proposed, to explain history or rationale associated with changes. While this letter is focused on one specific change, there is insufficient information on the other proposed changes and their potential impact.

Thank you for your consideration,
Rachel Sullivan, Chair
On behalf of the METC

METC Volunteer Members:
Rachel Sullivan, Chair
Angela Ramsay, Vice-Chair
Dave Antle
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross

Laura Brandt

From: Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent: October 4, 2026 4:27 PM
Cc: Laura Brandt; Kerstin Vroom
Subject: Re: TIME SENSITVE - letter to Council re prohibiting commercial kitchen use for any commercial purposes

Thank you all for your replies! Everyone agreed with sending the letter on behalf of METC so I added our volunteer members at the bottom. Our editorial expert suggested an edit to help with flow (moved the reference to the Terms of Reference down) - thank you Joan! Much appreciated! No substance changes. I'll get this out to Council.
Thanks,
Rachel

Mayor and Council,
I would like to request the proposed changes to the Fees and Charges By-law prohibiting commercial use of the community be deferred until such time as a fulsome discussion can take place with Council, the Magnetawan Economic Tourism Committee (METC), the Community Centre Board, staff and the public to understand how this municipality will support business development. I have outlined some history and thoughts below.

Background
At their meeting on June 24th, the Community Centre Board did not support a request from a new local business to allow the kitchen to be rented separately and Council supported the board recommendation.

https://magnetawan.com/content/government/06-24-2026-magnetawan-community-centre-board-final-minutes.pdf

> *ITEMS BROUGHT FORWARD 2.1 Correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen*
>
> *RESOLUTION 2026-11 Langford-Sohm*
> *WHEREAS the Magnetawan Community Centre Board receives the correspondence from Amy and Zac Kvas, Hen & Finch Maple CO. & Kvas Fine Beverage Use of Magnetawan Community Centre Kitchen;*
> *AND WHEREAS By-law 2026-18 states that the Magnetawan Community Centre Kitchen is not available for individual rental;*
> *AND WHEREAS the Magnetawan Community Centre Board's mandate is to advise Council of the public perspective on the care and maintenance of the facilities, community concerns, rental procedures and/or operations, and safety concerns;*
> *NOW THEREFORE BE IT RESOLVED THAT the Magnetawan Community Centre Board respectfully request that Council keep the current By-law in place and is not in favour of renting the Community Centre kitchen nor allowing storage space for commercial operation. Carried.*

Laura Brandt

From: Francine <francine2697@yahoo.ca>
Sent: October 5, 2026 1:41 PM
To: Kerstin Vroom; Kerstin Vroom; Laura Brandt; Erica Kellogg; sdunnett2@gmail.com; john.s.hetherington@gmail.com; livingmagnetawan@gmail.com; Councillor Kneller; Jon Hind
Subject: Kitchen

Mayor and members of Council:

I am asking Council not to approve the proposed amendment that would prevent individuals and businesses from renting our municipal commercial kitchen.

A commercial kitchen is more than a room with appliances. It is community infrastructure. For a small food business, access to an inspected, properly equipped kitchen can be the difference between testing an idea and never getting started. It is the difference between supporting a young family in a business venture that could sustain them, create future employment and contribute to Magnetawan's local economy, and closing the door on the possibility of a family-owned business in our community.

For example, a local resident could use the kitchen to prepare baked goods, preserves, catering meals or other products for sale at farmers' markets, local stores and community events. A small food business could begin with limited production, then grow enough to hire part-time help for food preparation, packaging, delivery or sales eventually leading up to a bricks and mortar business.

Not every entrepreneur can afford to build a commercial kitchen. That is precisely why a shared municipal facility can be so valuable.

If Council has legitimate concerns about liability, insurance, sanitation, scheduling or damage, I believe those concerns should be addressed through appropriate rental fees, insurance requirements, user agreements and operating rules—not by eliminating access altogether.

I would ask Council one simple question: What public benefit is achieved by having a taxpayer-funded commercial kitchen sitting unused when responsible residents and local businesses are willing to pay to use it?

I took some time to research what other municipalities are doing and found that there are several innovative municipalities directly promoting municipal kitchens to support entrepreneurship. I feel it may be advantageous to our municipality to move towards doing all it can to support small businesses when opportunity presents itself.

Please reconsider this amendment and instead develop a responsible rental policy that protects the municipality while supporting local entrepreneurship, job creation and community programs.

I ask that this letter be distributed as **on-desk correspondence**, and I ask that you confirm whether that can be accommodated. Thank you.

Kind Regards,

Francine Yolkowskie

Corporation of the
Municipality of Magnetawan

Tel: (705) 387-3947
Fax: (705) 387-4875
www.magnetawan.com

P.O. Box 70, Magnetawan, Ontario P0A 1P0

RESOLUTION NO. 2026 – 268 **OCTOBER 07, 2026**

Moved by: B Bishop

Seconded by: Jon Hind

BE IT RESOLVED THAT the Council for the Municipality of Magnetawan receives the Draft Fees and Charges By-law and defers the bylaw to the new term of Council.

Carried ✓ Defeated____ Deferred ✓

Sam Dunnett, Mayor

Recorded Vote Called by: _____

Recorded Vote

Member of Council	Yea	Nay	Absent
Bishop, Bill			
Hetherington, John			
Hind, Jon			
Kneller, Brad			
Mayor: Dunnett, Sam			

Knowing our heritage we will build our future

Previous

THE CORPORATION OF THE MUNICIPALITY OF MAGNETAWAN

BY-LAW NO. 2026 - 18

Being a By-law to Establish Fees, Charges and AMPS

WHEREAS Section 391(1) of the *Municipal Act, 2001, S.O. 2001, c. 25*, as amended, authorizes the Council of a local municipality to pass by-laws imposing fees or charges for services or activities provided or done by or on behalf of it; for costs payable by it for services or activities provided or done by or on behalf of any other municipality or local board; and for the use of its property including property under its control;

AND WHEREAS Section 69 of the *Planning Act, R.S.O. 1990, c. P. 13*, provides that the Council of a municipality may prescribe a tariff of fees for the processing of applications made in respect of planning matters;

AND WHEREAS Section 7 of the *Building Code Act, 1992, S.O. 1992, c. 23*, as amended, authorizes a municipal Council of a municipality to pass a by-law requiring the payment of fees on applications for and issuance of permits and prescribing the amounts thereof;

AND WHEREAS Pursuant to Section 270(1) of the *Municipal Act* the Council of the Corporation of the Municipality of Magnetawan provided notice in accordance with the Municipality of Magnetawan Provision of Notice Policy By-law 2016-12.

AND WHEREAS Council passed By-law 2023-32 to establish a system of Administrative Monetary Penalties (AMPS) for non-compliance with By-law for The Corporation of the Municipality of Magnetawan.

NOW THEREFORE the Council of the Corporation of the Municipality of Magnetawan hereby enacts as follows:

1. **GENERAL**

1.1. Council hereby establishes the fees, charges, fines, and AMPS as set out in the Schedule A attached hereto and forming an integral part of this By-law.

1.2. This By-law shall be known and may be cited as the "Municipality of Magnetawan Fees, Charges and AMPS By-law".

1.3. The fees, charges, fines, and AMPS set out in the attached Schedule A shall be paid for the services or activities listed, and all fees are per occasion or request.

1.4. No request by any person for any information, service, activity, or use of Municipal property will be provided unless and until the person requesting the information, service, activity, or use of Municipal property has paid the applicable fee in the prescribed amount as set out in the Schedules.

1.5. The fees, charges, fines, and AMPS will be subject to Harmonized Sales Tax (HST), where applicable, as noted.

1.6. Any and/or all unpaid fees, charges, fines, and AMPS shall be added to the owner's tax account and collected in the same manner as taxes.

1.7. That the Clerk of the Municipality of Magnetawan is hereby authorized to make any minor modifications or corrections of an administrative, numeric, grammatic, semantic or descriptive nature or kind to the By-law and Schedule(s) as may be deemed necessary after the passage of this By-law, where such modifications or corrections do not alter the intent of the By-law;

2. **SEVERABILITY**
   If any provision or part of a provision of this by-law is declared by any court or tribunal of competent jurisdiction to be illegal or inoperative, in whole or in part, or inoperative in particular circumstances, the balance of the by-law, or its application in other circumstances, shall not be affected and shall continue to be in full force and effect.

3. **CONFLICT WITH ANY OTHER BY-LAW**
   In the event of any conflict between any provisions of this by-law and any other by-law heretofore passed, the provisions of this by-law shall prevail.

4. **REPEAL OF PREVIOUS BY-LAWS**
   That By-law 2024-55 and any previously conflicting by-laws are hereby repealed.

5. **EFFECTIVE DATE**
   This by-law shall take force and effect on the 1st day of January 2026.

READ A FIRST, SECOND, AND THIRD TIME, passed, signed and the Seal of the Corporation affixed hereto, this 15th day of April 2026

THE CORPORATION OF THE
MUNICIPALITY OF MAGNETAWAN

Mayor

CAO/Clerk

SCHEDULE "A" To By-law 2026— 18

ALL FEES, CHARGES, FINES AND AMPS ARE NON-REFUNDABLE

ALL FEES, CHARGES FINES AND AMPS ARE SUBJECT TO APPLICABLE TAXES

COMMUNITY SERVICES –FACILITY SERVICES

Magnetawan Community Centre, Lion's Pavilion & Ahmic Harbour Community Centre

Magnetawan Community Centre A damage deposit fee of $250 per event is required upon booking. Deposit less repair costs, if any, will be returned following post-rental inspection	**Monday to Thursday (per day)**	**Friday to Sunday (per day)**	**Friday 6 pm to Sunday 6 pm (weekend)**
Commercial/ *Non-Resident full day	$170.00	$195.00	$390.00
Commercial/Non-Resident up to 4 hrs.	$100.00	per day $120.00	
Resident full day	$120.00	$145.00	$290.00
Resident up to 4 hours	$70.00	per day $90.00	
**Non-profit full day	$120.00	$145.00	$290.00
Non-profit up to 4 hours	$70.00	per day $90.00	
Add-ons			
Kitchen Rental (Not Available for Individual Rental)	$75.00	$85.00	$140.00
Bar Rental	$35.00	$55.00	$110.00
Set-up Fee (including tables, chairs, etc.)	$150.00	per day $150.00	
Coffee & Tea Set-Up (includes coffee/tea & supplies)	$50.00	per day $50.00	

Ahmic Harbour Community Centre A damage deposit fee of $250 per event is required upon booking. Deposit less repair costs, if any, will be returned following post-rental inspection	**Monday to Thursday (per day)**	**Friday to Sunday (per day)**	**Friday 6 pm to Sunday 6 pm (weekend)**
Commercial/Non-Resident full day	$120.00	$145.00	$290.00
Commercial/Non-Resident up to 4 hrs.	$80.00	per day $95.00	
Resident full day	$90.00	$110.00	$220.00
Resident up to 4 hours	$70.00	per day $90.00	
Non-profit full day	$90.00	$110.00	$220.00
Non-profit up to 4 hours	$70.00	per day $80.00	
Add-ons			
Set-up Fee (including tables, chairs, etc.)	$150.00	per day $150.00	
Coffee & Tea Set-up (includes coffee/tea & supplies)	$50.00	per day $50.00	

Magnetawan Lions Pavilion A damage deposit fee of $250 per event is required upon booking. Deposit less repair costs, if any, will be returned following post-rental inspection	**Monday to Thursday (per day)**	**Friday to Sunday (per day)**	**Friday 6 pm to Sunday 6 pm (weekend)**
Commercial / Non-Resident full day	$120.00	$130.00	$260.00
Commercial / Non-Resident up to 4 hrs.	$80.00	per day $90.00	
Commercial/ Non-Resident Hourly	$35.00	per day $40.00	
Resident full day	$100.00	$110.00	$220.00
Resident up to 4 hours	$70.00	per day $80.00	
Resident Hourly	$30.00	per day $35.00	
Non-profit full day	$100.00	$110.00	$220.00
Non-profit up to 4 hours	$70.00	per day $80.00	
Non-profit Hourly	$30.00	per day $40.00	
Set-up Fee (tables, chairs, sports equipment, etc.)	$50.00	per day $50.00	

Additional Fees – all locations	
Late Vacating Fee	$50 per half hour, not including 10 min grace period for first ½ hour only.
Host Liquor Liability Insurance (if qualified may be purchased)	$50.00 per event

Non-Resident is defined as a person who does not either reside within the Municipality or does not pay property taxes to the Municipality.

Non-profit is defined as any recognized not-for-profit organization that does not gain any profit from its events.

THE CORPORATION OF THE MUNICIPALITY OF MAGNETAWAN

BY-LAW NO. 2026 -

Being a By-law to Establish Fees, Charges and AMPS

WHEREAS Section 391(1) of the *Municipal Act, 2001, S.O. 2001, c. 25*, as amended, authorizes the Council of a local municipality to pass by-laws imposing fees or charges for services or activities provided or done by or on behalf of it; for costs payable by it for services or activities provided or done by or on behalf of any other municipality or local board; and for the use of its property including property under its control;

AND WHEREAS Section 69 of the *Planning Act, R.S.O. 1990, c. P. 13*, provides that the Council of a municipality may prescribe a tariff of fees for the processing of applications made in respect of planning matters;

AND WHEREAS Section 7 of the *Building Code Act, 1992, S.O. 1992, c. 23*, as amended, authorizes a municipal Council of a municipality to pass a by-law requiring the payment of fees on applications for and issuance of permits and prescribing the amounts thereof;

AND WHEREAS Pursuant to Section 270(1) of the *Municipal Act* the Council of the Corporation of the Municipality of Magnetawan provided notice in accordance with the Municipality of Magnetawan Provision of Notice Policy By-law 2016-12.

AND WHEREAS Council passed By-law 2023-32 to establish a system of Administrative Monetary Penalties (AMPS) for non-compliance with By-law for The Corporation of the Municipality of Magnetawan.

NOW THEREFORE the Council of the Corporation of the Municipality of Magnetawan hereby enacts as follows:

1. GENERAL

1.1. Council hereby establishes the fees, charges, fines, and AMPS as set out in the Schedule A attached hereto and forming an integral part of this By-law.

1.2. This By-law shall be known and may be cited as the "Municipality of Magnetawan Fees, Charges and AMPS By-law".

1.3. The fees, charges, fines, and AMPS set out in the attached Schedule A shall be paid for the services or activities listed, and all fees are per occasion or request.

1.4. No request by any person for any information, service, activity, or use of Municipal property will be provided unless and until the person requesting the information, service, activity, or use of Municipal property has paid the applicable fee in the prescribed amount as set out in the Schedules.

1.5. The fees, charges, fines, and AMPS will be subject to Harmonized Sales Tax (HST), where applicable, as noted.

1.6. Any and/or all unpaid fees, charges, fines, and AMPS shall be added to the owner's tax account and collected in the same manner as taxes.

1.7. That the Clerk of the Municipality of Magnetawan is hereby authorized to make any minor modifications or corrections of an administrative, numeric, grammatic, semantic or descriptive nature or kind to the By-law and Schedule(s) as may be deemed necessary after the passage of this By-law, where such modifications or corrections do not alter the intent of the By-law;

2. **SEVERABILITY**
If any provision or part of a provision of this by-law is declared by any court or tribunal of competent jurisdiction to be illegal or inoperative, in whole or in part, or inoperative in particular circumstances, the balance of the by-law, or its application in other circumstances, shall not be affected and shall continue to be in full force and effect.

3. **CONFLICT WITH ANY OTHER BY-LAW**
In the event of any conflict between any provisions of this by-law and any other by-law heretofore passed, the provisions of this by-law shall prevail.

4. **REPEAL OF PREVIOUS BY-LAWS**
That By-law 2026-18 and any previously conflicting by-laws are hereby repealed.

5. **EFFECTIVE DATE**
This by-law shall take force and effect on the 1st day of January 2027.

READ A FIRST, SECOND, AND THIRD TIME, passed, signed and the Seal of the Corporation affixed hereto, this 4th day of November 2026

THE CORPORATION OF THE
MUNICIPALITY OF MAGNETAWAN

_____
Mayor

_____
CAO/Clerk

DRAFT

SCHEDULE "A" To By-law 2026—

ALL FEES, CHARGES, FINES AND AMPS ARE NON-REFUNDABLE

ALL FEES, CHARGES FINES AND AMPS ARE SUBJECT TO APPLICABLE TAXES

COMMUNITY SERVICES –FACILITY SERVICES

Magnetawan Community Centre, Lion's Pavilion & Ahmic Harbour Community Centre

Magnetawan Community Centre A damage deposit fee of $250 per event is required upon booking. Deposit less repair costs, if any, will be returned following post-rental inspection	**Monday to Thursday (per day)**	**Friday to Sunday (per day)**	**Friday 6 pm to Sunday 6 pm (weekend)**
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**Non-profit full day	$120.00	$145.00	$290.00
Non-profit up to 4 hours	$70.00	per day $90.00	
Add-ons			
Kitchen Rental (Not Available for Individual Rental or for Commercial Use)	$75.00	$85.00	$140.00
Bar Rental	$35.00	$55.00	$110.00
Set-up Fee (including tables, chairs, etc.)	$150.00	per day $150.00	
Coffee & Tea Set-Up (includes coffee/tea & supplies)	$50.00	per day $50.00	

Ahmic Harbour Community Centre A damage deposit fee of $250 per event is required upon booking. Deposit less repair costs, if any, will be returned following post-rental inspection	**Monday to Thursday (per day)**	**Friday to Sunday (per day)**	**Friday 6 pm to Sunday 6 pm (weekend)**
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Non-profit full day	$90.00	$110.00	$220.00
Non-profit up to 4 hours	$70.00	per day $80.00	
Add-ons			
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Magnetawan Lions Pavilion A damage deposit fee of $250 per event is required upon booking. Deposit less repair costs, if any, will be returned following post-rental inspection	**Monday to Thursday (per day)**	**Friday to Sunday (per day)**	**Friday 6 pm to Sunday 6 pm (weekend)**
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Commercial/ Non-Resident Hourly	$35.00	per day $40.00	
Resident full day	$100.00	$110.00	$220.00
Resident up to 4 hours	$70.00	per day $80.00	

Account # / Description Date	Source	Transaction Description	Account Class Sub	Pd	Batch	Tr Amount	Balance Forward 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
6/01/2026	OB JUNE1	ROYAL BANK VISA EFT-COPYRIGHT	AP	6	00640	63.00	5,014.64
6/03/2026	Ch 28415	6S GRAPHICS-BROCHURE BOXES - DEPOSI	AP	6	00453	814.08	5,828.72
6/03/2026	Ch 28445	MAGNETAWAN BUILDING CENTRE (COMMU	AP	6	00453	219.74	6,048.46
6/16/2026	Ch 28519	OSIM INTERACTIVE-WEBSITE	AP	6	00550	165.36	6,213.82
6/19/2026	OB JUNE19	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	6	00640	134.47	6,348.29
7/07/2026	OB JULY7	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	7	00754	134.47	6,482.76
7/14/2026	Ch 28662	SIGNCRAFT CANADA INC.-SIGNAGE	AP	7	00681	656.35	7,139.11
7/29/2026	OB JULY29	ROYAL BANK VISA EFT-SUPPLIES	AP	7	00952	12.20	7,151.31
8/06/2026	Ch 28740	OSIM INTERACTIVE-WEBSITE	AP	8	00820	228.96	7,380.27
8/14/2026	OB AUG14	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	8	00953	121.09	7,501.36
9/11/2026	OB SEPT11	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	9	01157	134.47	7,635.83
9/16/2026	Ch 28870	SILVER SCREEN PRINTING-METC SUPPLIES	AP	9	01043	302.37	7,938.20
9/16/2026	Ch 28870	SILVER SCREEN PRINTING-METC SUPPLIES	AP	9	01043	4,538.50	12,476.70
10/07/2026	Ch 28908	SIGNCRAFT CANADA INC.-SIGNAGE	AP	10	01152	71.23	12,547.93
10/13/2026		6S GRAPHICS BROCHURE RACK	GL	10	01218	814.08	13,362.01
					Net Total:	13,362.01	
					Budget / Budget Remaining:	25,000.00	11,637.99

Net Change:	13,362.01
Annual Budget:	25,000.00
YTD Committed:	0.00
Budget Remaining:	11,637.99

METC has 8768.69 left.

Report Totals:

	Ledger Accounts	Non-Ledger Accounts
Total Balance Forward:	0.00	0.00
Total Debits:	13,362.01	0.00
Total Credits:	0.00	0.00
Total Committed:	0.00	
Net Change:	13,362.01	0.00
Ending Balance:	13,362.01	0.00
Budget Surplus (Deficit):	(25,000.00)	
Total Budget Remaining:	11,637.99	

Accounts Printed: 1

Municipality of Magnetawan

Magnetawan Economic Tourism Committee (METC)
Working Group Meeting
Minutes
1:00 PM, Monday, September 28, 2026

Committee members in attendance:
Chair Rachel Sullivan
Vice Chair Angela Ramsay
Dave Antle
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross

Regrets
Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS
1.1 Call to order
1.2 Adoption of the Agenda
1.3 Disclosure of Pecuniary Interest

Meeting began at 1:10pm.

DISCUSSION ITEMS
2.1 METC Workplan Updates (including budget and resources going forward)
2.1.1 Establishing ongoing dialogue with Accommodation Providers

Members Bishop and Ross provided an update (*document attached*). Challenges with getting responses continues especially from STA operators. Discussed ways to increase participation including having an information package provided when license approved (Member Bishop to talk to staff); getting new Council to encourage STAs to form an association; incentivise with some sort of Welcome Package (would link with Merchandise). Chair Sullivan to provide contact information for STA operators (Suriayani Suriayani and Glenys Tanesia) to Member Bishop. Member Bishop to follow up with staff to obtain survey results to date.

Chair Sullivan to work on updates to tourism asset inventory so that it can be sorted by category (such as accommodations).

DRAFT

2.1.2 Tourism Promotional Product Development

2.1.2.1 Signage and Brochure Racks

Member Lewis noted the brochure rack at Algonquin Fine Foods was fixed and uptake of brochures much higher than the rack at the Heritage Museum. Member Lewis is tracking how many brochures are being collected and this information could be reported to participating businesses. Additional signage will be purchased and added to the rack noting it provides tourism information and contact information for anyone with questions or wanting to be included. Suggest budgeting $2,000 per rack for future installations in other locations in the municipality. Also want to look at a moveable rack (on wheels) that could be used at locations such as the Farmers' Market.

2.1.2.2 Website development

Chair Sullivan noted pages were soft launched and plans to add something to showcase 'Magnetawan-of-a-kind' product / gift ideas. She'll ask about Google Analytics for new tourism web pages and purchasing new urls – magnetawantourism.com and magnetawantourism.ca. Staff confirmed a separate website is possible. Chair Sullivan to follow up with staff to understand what rules need to be followed as it would still be subject to same rules as municipal website, how updates will be handled, etc. Even though company can be hired to design new site, content development still needs to be handled, and it has been challenging to get businesses to respond / approve information. All members asked to look at websites (e.g. https://www.exploresouthriver.ca/) and identify design elements desired. 2027 budget – anticipate asking for similar funds and earmarking majority for new website. Earlier research document listing some other tourism sites and area designers to be circulated.

2.1.2.3 Update on Discovery Routes Adventure Trail Maps Partnership Opportunity

Still waiting for maps which were expected back in July.

2.1.3 Merchandise

Discussed positive feedback of the logo on recent merchandise (shirts and bags). People willing to buy shirts – one was sold. Members Ross and Antle to look at purchasing METC backdrop and additional merchandise with remaining 2026 budget. Plan to have in place for the Magnetawan Christmas Market. The goal will be to sell some merchandise that can support other projects especially if most of 2027 budget could be earmarked for website. Inventory systems will have to be developed. Member Fraser offered to provide receipt books. Chair Sullivan to ask staff about METC purchasing a square to facilitate sales and purchase easels for interchangeable messaging.

2.1.4 Industry Support – Internal

2.1.4.1 2027 Forum - April 10, 2027

Date selected and Members Fraser and Sullivan to begin planning. Suggestions to create a feedback survey for the forum for future ideas and look at a keynote speaker focused on marketing and / or AI.

2.1.4.2 Training for businesses

Committee agreed to support idea for an information session for businesses featuring presentations from NOHFC and PSCBDC that was brought forward by Secretary Brandt. Members Fraser and Sullivan to follow up proposing a Small Business Week timeframe (week of October 19th).

2.1.5 Industry Support – External

2.1.5.1 Development of generic tourism promotions presentation

Member Antle aims to have draft by end of October.

2.1.5.2 Update on discussions with Rural Affairs

Chair Sullivan reported on positive conversation with Pierrette Desrochers from Rural Affairs and will set up a conference call to provide more in-depth information on programs Desrochers offered to assist us with – First Impression Community Exchange (FICE) and Business Retention and Expansion (BR&E) program.

2.1.6 Proposed changes to Terms of Reference (draft attached)

2.1.6.1 Defining business development in Terms of Reference

Committee agreed to have more detailed discussion about defining business development at the next meeting. Chair Sullivan to update Terms of Reference to have dedicated seats for key representatives including one for a commercial accommodation provider and one for licensed STAs.

ADJOURNMENT

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

Next meeting Wednesday, October 21st at 9am. Agenda items to include updated Terms of Reference, Presentation to Council and Committee recruitment.

Meeting ended at 3:20pm.

DRAFT

Municipality of
Magnetawan

Magnetawan Economic Tourism Committee (METC)

Working Group Meeting

AGENDA

1:00 PM, Monday, September 28, 2026

25 Poplar Lane

Google Meets: https://calendar.app.google/TczSB9G2uETHPddQA

OPENING BUSINESS

1.1 Call to order
1.2 Adoption of the Agenda
1.3 Disclosure of Pecuniary Interest

DISCUSSION ITEMS

2.1 METC Workplan Updates (including budget and resources going forward)
- 2.1.1 Establishing ongoing dialogue with Accommodation Providers
- 2.1.2 Tourism Promotional Product Development
  - 2.1.2.1 Signage and Brochure Racks
  - 2.1.2.2 Website development
  - 2.1.2.3 Update on Discovery Routes Adventure Trail Maps Partnership Opportunity
- 2.1.3 Merchandise (*I'll have remaining bags, shirts and signage*)
- 2.1.4 Industry Support – Internal
  - 2.1.4.1 2027 Forum - April 10, 2027
  - 2.1.4.2 Training for businesses
- 2.1.5 Industry Support – External
  - 2.1.5.1 Development of generic tourism promotions presentation
  - 2.1.5.2 Update on discussions with Rural Affairs
- 2.1.6 Proposed changes to Terms of Reference (draft attached)
  - 2.1.6.1 Defining business development in Terms of Reference

ADJOURNMENT

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

Laura Brandt

From:	Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent:	September 21, 2026 4:11 PM
To:	Laura Brandt
Subject:	Re: METC meeting date - Monday, September 28th 1-3pm, Rachel's Place (25 Poplar Lane)
Attachments:	METC Key Messages and Update, September 2026.docx; METC budget statement, 1-4-2300-2010 as of September 18, 2026.pdf; 06 19 2026 Draft Terms of Reference METC, feedback incorporated.docx; METC Membership History, Key Dates and Information.docx

Hello all (METC bcced),
In anticipation of our meeting next week (**Monday, September 28th 1-3pm**), I thought I would send a basic draft agenda and some support materials. Please feel free to suggest changes. I did confirm with Laura that based on our key meeting goals that were outlined in the previous email, this meeting will be considered a 'working group session' so while we anticipate quorum and therefore it is still an official meeting that needs to be open to the public, it will be more informal. Laura has a lot on the go so she won't be able to attend and we will prepare minutes that will be included in our information package for our next official meeting.

Meeting location: Rachel's place at 25 Poplar Lane. I believe everyone has been here before except for Bill but let me know if anyone needs directions. If anyone plans to attend virtually, let me know.

Draft agenda:
1) Work plan updates
  -Establishing ongoing dialogue with Accommodation Providers
  -Tourism Promotional Product Development
    -Signage and Brochure Racks
    -Website development
    -Update on Discovery Routes Adventure Trail Maps Partnership Opportunity
  -Merchandise (*I'll have remaining bags, shirts and signage*)
  -Industry Support - Internal
    -2027 Forum - April 10, 2027
    -Training for businesses
  -Industry Support - External
    -Development of generic tourism promotions presentation
    -Update on discussions with Rural Affairs
  -Proposed changes to Terms of Reference (draft attached)

2) Discussion on the types of business development activities we may wish to support (links to the update of the Terms of Reference)
3) Brainstorming and workload and budget/resources discussion
4) Discuss presentation to the new Council (November 18th Inaugural meeting - TBC)
5) Committee recruitment and intentions of current membership

Attachments:

-updated key messages document
-recent budget report
-Draft Terms of Reference
-METC Membership History, Key Dates and Information

Thanks,
Rachel
705-346-0653

On Fri, 21 Aug 2026 at 10:53, Rachel Sullivan <rsullivanonthelake@gmail.com> wrote:
Hello all (METC bcced),
As promised, at the last meeting, we're soliciting input to help determine a date for our next meeting. We're aware of at least 3 members being away during part of the Sept 7-25th timeframe so we've avoided those weeks.

The key goals of our next meeting will be to:

- get project updates from the various leads;
- discussion on the types of business development activities we may wish to support (links to the update of the Terms of Reference)
- brainstorming and workload discussion
- discuss presentation to the new Council
- Committee recruitment and intentions of current membership

While it has to be confirmed with staff, there is the possibility that we may be able to present to the new Council as early as their inaugural meeting which is Wednesday, November 18th. The idea is that we would present an overview of our work to date, current activities as well as our proposed Terms of Reference. Council would then be able to make a decision about METC and the draft Terms of Reference and if approved, the goal would be to open up recruitment right away.

Once we have a date we can confirm the location. While the meeting would still be public, we're happy to host at Rachel's so we can have a more informal setting and/or if municipal space is not available.
Thanks,
Rachel & Angela

Sorry - old school poll as there were limits with how many timeslots we could select without a membership.

Date	Morning (10am – noon)	Afternoon (1-3)
Tuesday, Sept 1		
Wednesday, Sept 2		
Monday, Sept 28		
Tuesday, Sept 29		
Wednesday, Sept 30		
Thursday, Oct 1		
Friday, Oct 2		
Monday, Oct 5		

Tuesday, Oct 6		
Thursday, Oct 8		
Friday, Oct 9		
Prefer an evening timeframe		
Prefer a weekend timeframe		

METC Key Messages and Update
UPDATED: September 21, 2026

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

To promote tourism in Magnetawan (which includes the development of tourism products)

Tourism is not new to Magnetawan. Many in our community have been playing an active role in supporting and building this vital sector. As a new group, we are working to identify what specific role we can play to help.

Activities to Date (including ongoing activities):

- Initiated **tourism asset inventory** to help identify various tourism related assets including infrastructure, businesses, products, organizations, events, etc. (evergreen document)
- Participation in various networking and learning events
- Review of previous studies
- Coordinated Magnetawan's participation in **two shop-local campaigns** (Wrap-Up Almaguin) in partnership with the Almaguin Highlands Chamber of Commerce and ACED
- Article on the Magnetawan Farmers' Market featured in the 2025 Almaguin Chamber of Commerce annual publication.
- Amendments recommended and approved in the Municipal Social Media Policy enabling promotion of non-municipal events and organizations.
- **Locks – improved signage** and opened longer (2025)
- Researched food and music festival ideas
- Hosted **two Annual Spring forums** (2025 and 2026) to provide community updates and solicit input
- Creation of generic tourism email address – tourism@magnetawan.com
- **Promotional Products**:
    - Installed **brochure racks** at Heritage Museum and Algonquin Fine Foods
    - **Visitor Centre signage**
    - **Installation of AJ Casson signage** at the St. George's Anglican Church
    - **Website** modifications:
        - **Tourism pages** launched
        - **Business Directory updates including enhanced functionality** (search function and ability to add images)
        - **Calendar of Events** enhanced
    - Provided **trail map** at reduced price (*anticipate updated trail maps which will be free*)
    - **Merchandise**:
        - Key chains, small bags and umbrellas with municipal logo
        - Launched new merchandise with new logo - shopping bags, shirts
- **Tagline & Graphic**
    - Consumer Research - **2025 survey to learn what visitors think of Magnetawan**
    - Launched **Magnetawan-of-a-kind tagline and graphic**
    - Developing **brand guidelines**

- Building **connections with accommodation providers**
  - 2025 Survey re capacity and marketing efforts (limited response)
  - Hosted meeting in 2025 (limited participation)
  - Current outreach ongoing including seeking support for a **Visitor Exit Survey**
- **Industry Support** – Internal and External:
  - **2027 Forum – Hold the Date - April 10, 2027**
  - Ongoing outreach to various partners (e.g. Explorers' Edge; Almaguin Highland Chamber of Commerce; ACED; FedNor; Rural Affairs; etc.)
- **Updating METC Terms of Reference** – goal to push for increased representation of local industry (e.g. local businesses, accommodation providers, arts and culture, food and beverage, etc.)

Current Calls to Action:

- Accommodation Providers (Bill and Rob leading):
  - Outreach initiated asking for help to share a Visitors Exit Survey with guests. Municipal staff have sent an email out to all licensed STAs. Copies of the laminated survey can be made available.
- Website:
  - Tourism pages - are you missing?
  - Business Directory – encourage updates and additions
  - Calendar of Events – let us know about any upcoming events we can help promote to visitors
  - Magnetawan-of-a-kind products – next step is to work on promoting so let us know if interested
- Brochure Rack
  - Do you want to be included?

METC Members:
Rachel Sullivan, Chair
Angela Ramsay, Vice Chair
Laura Brandt, Secretary
Bill Bishop, Council Representative
Dave Antle
Brenda Fraser
Joan Lewis
Rob Ross

Account # / Description Date	Source	Transaction Description	Account Class Sub	Pd	Batch	Tr Amount	Balance Forward 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
6/01/2026	OB JUNE1	ROYAL BANK VISA EFT-COPYRIGHT	AP	6	00640	63.00	5,014.64
6/03/2026	Ch 28415	6S GRAPHICS-BROCHURE BOXES - DEPOSI	AP	6	00453	814.08	5,828.72
6/03/2026	Ch 28445	MAGNETAWAN BUILDING CENTRE (COMMU	AP	6	00453	219.74	6,048.46
6/16/2026	Ch 28519	OSIM INTERACTIVE-WEBSITE	AP	6	00550	165.36	6,213.82
6/19/2026	OB JUNE19	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	6	00640	134.47	6,348.29
7/07/2026	OB JULY7	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	7	00754	134.47	6,482.76
7/14/2026	Ch 28662	SIGNCRAFT CANADA INC.-SIGNAGE	AP	7	00681	656.35	7,139.11
7/29/2026	OB JULY29	ROYAL BANK VISA EFT-SUPPLIES	AP	7	00952	12.20	7,151.31
8/06/2026	Ch 28740	OSIM INTERACTIVE-WEBSITE	AP	8	00820	228.96	7,380.27
8/14/2026	OB AUG14	ROYAL BANK VISA EFT-SURVEY MONKEY S	AP	8	00953	121.09	7,501.36
9/16/2026	Ch 28870	SILVER SCREEN PRINTING-METC SUPPLIES	AP	9	01043	302.37	7,803.73
9/16/2026	Ch 28870	SILVER SCREEN PRINTING-METC SUPPLIES	AP	9	01043	4,538.50	12,342.23
					Net Total:	12,342.23	
					Budget / Budget Remaining:	25,000.00	12,657.77
					Total Committed:		

Net Change:	12,342.23
Annual Budget:	25,000.00
YTD Committed:	0.00
Budget Remaining:	12,657.77

Accounts Printed: 1

MAGNETAWAN ECONOMIC TOURISM COMMITTEE (METC) Terms of Reference (DRAFT)

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, as well as assist with business development*.

Mandate

The Committee's mandate will be to promote and support business development in tourism in Magnetawan. For greater certainty, the expression "promotion of tourism" includes the development of tourism promotional 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 year-round regenerative / responsible tourism*.

To develop and implement tourist marketing strategies and support economic development efforts 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 [redacted] to eleven [redacted] Members if possible.

Consideration will be given to committee composition in an effort to ensure the committee is reflective of the various subsectors of the local tourism industry, including but not exclusive to:

- Accommodations
- Food and Beverage
- Arts and Culture

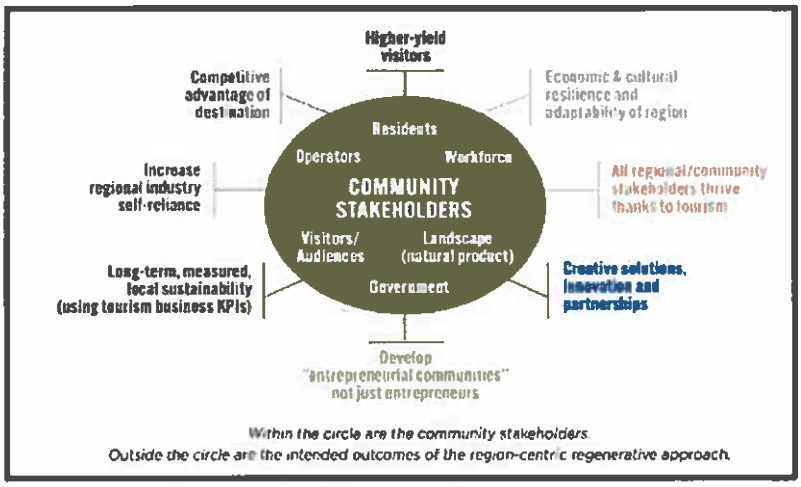
NOTES:

*Business Development activities may include, but not exclusive to [redacted]

*Responsible / Regenerative Tourism: METC has adopted the 'regenerative tourism' approach of Explorers' Edge which takes a community centric approach and works to ensure projects pursued are sustainable in nature and lead to mutual benefits and symbiotic relationships. The following diagram provides additional clarification:

Community-Centric

Mutually Beneficial & Symbiotic Relationships



Source: Explorers' Edge

Feedback / Clarifications / Questions related to draft document (not to be included in the final copy):

- Define responsible tourism
- Define business development – need to make sure METC is on the same page as Council when it comes to knowing what type of business development will be supported and when. For instance, a recent request to make the community centre rental policy more accessible for businesses to use and pay for the kitchen only was denied.
- Committee composition:
    - Minimum membership: feedback noted that although large committees can lead to challenges in having time for discussions and decision making, small committees can miss out on innovative thinking and depending on projects and timelines, they can burn out faster. Should minimum level be 7-9?
    - Additional composition considerations: suggest adding verbiage that also reflects membership would/could/should include a general, balanced, cross section of the makeup of the community, e.g. seasonal, full-time, other businesses not listed in the identified subsectors listed.
- Question & Answer regarding working groups vs working sessions:

Can we continue to operate with working groups without a requirement for public meeting notices or official notes being taken as these working level groups stay under quorum levels? Want to make sure there is clarity between committee working sessions and working groups.

Agreed – working groups are not working sessions. IMO a working group is Bill and Brad working on sending out letters. They are following through with direction from the Committee. The Working Sessions are when the Committee is attempting to get together to get updated on what the working groups are doing, brainstorming new ideas, providing new direction, etc. Quorum is not required for working sessions, and should not be present in a 'working group' (or that essentially becomes a 'meeting')

Laura Brandt

From:	Rachel Sullivan <rsullivanonthelake@gmail.com>
Sent:	September 30, 2026 5:51 PM
To:	Laura Brandt
Subject:	METC Minutes from September 28th meeting and updates / follow up
Attachments:	September 28, 2026 METC Working Group Minutes DRAFT.docx; Accommodation Providers Update, September 28, 2026.pdf; METC Website research, short term proposal and ideas, November 2025.pdf

Hello all (METC bcced),
I've attached draft minutes from our September 28th meeting (included Accommodations update provided by Bill). Please feel free to send me any suggested changes.

As requested, I've also attached an older document that was created to assist with the website initiative. It is a large document but a lot of it is just images / screen captures. This document includes a list of a few other websites that were reviewed as well as a list of area designers that were identified. Please feel free to send me any other websites we should look at and I can compile.

Thanks,
Rachel

Key dates / Updates:

- **Tuesday, October 20th - Small Business Week business information session** (Date booked with presenters and will provided additional details as planning proceeds)
- **Wednesday, October 21st at 9am: METC meeting**
- **Saturday, December 5th - Magnetawan Christmas Market**

Accommodation Providers - Visitor Exit Survey (update)

Commercial:

Opted in:

Quiet Bay, Echo Beach Cottage Resort, Rockwynn Lodge and Cottages, Lighthouse Landing

Follow up needed:

Ahmic Lake Resort: (initial email sent, spoke to new manager at METC display, another email sent)

Maijac Cottages: (visited no-one there, called owner was to return my call in "20", no return call)

Birch Crest Cottages: (three phone calls, owner could not talk when reached)

A Touch of Grace BnB: (not operating at this time)

STAs:

Opted in:

Justin Bellon (happened to have his email address)

"Ina" (reached out to Erica after her email)

Follow up needed:

"Kevin" (met him by "happenstance" when door knocking, will get a survey card to him

Jordi Diez (confident he will opt in)

STA Challenge

METC really has to find away to contact STA operators directly, emails from municipal staff have not been productive inviting operators to provide contact info to METC.

Possibilities

1. When operators are renewing their STA licence, (or new applicants) provide a form giving permission for contact info to METC.

2. Future Council should invite STA operators to form an Association, similar to various lake/ cottage associations, would be easier to reach all STA operators via one conduit.

METC – Website Research,
Short-term Proposal and Ideas

As part of an effort to bolster tourism in Magnetawan, social media, including a tourism website are seen as key requirements.

<u>Review of Existing Municipal Website:</u>
Following a review of the existing Town website information appears to be categorized into three main categories:

- Explore
- Residents
- Government





Fire Rating


Landfill and Recycling



STA MAPPING

The Explore tab contains an opening page with a bit of text promoting the area and several photos. Additional information tabs seem to be a mix of things that could be of interest to prospective residents and tourists (e.g. schools for prospective residents and boat launches and beaches for tourists). Appendix A features screen captures for the different tabs in the Explore section.

Tabs off the Explore section:

- Boat Launches and Beaches
- Community Centres, Centennial Park Gazebo, and Lions' Pavilion
- Community Groups
- Community Profile
- Community Recognition
- Library
- Schools
- Recreation
    - Lions' Pavilion Outdoor Rink
- History
- Business Directory
- Places to Visit
    - Museums
    - Parks
    - Landmarks
    - Churches
    - Cemeteries
    - Trails and Cycling
    - Public Art
- Doing Business
- Seniors' Resources
- EV Chargers
- Licensed Short-term Accommodation

Propose changing the text and images on the landing page for the Explore tab:
Recognizing changing this website around or introducing a new standalone Visitors section could take some time, a short-term measure utilizing the existing municipal website could focus on the "Explore" tab landing page.

Potential content would be high level in nature and refer to ongoing efforts to bolster tourism. A link to the online survey seeking additional input from visitors could be included. A draft outline is included in Appendix B.

Redesign of existing municipal website:

- Assuming using existing Explore Tab:
    - Remove categories that don't fit with 'Tourism'. Recommend removing the following information tabs from the Explore section:
        - Community Centres, Centennial Park Gazebo, and Lions' Pavilion – *this information is only about renting the facilities*
        - Community Groups – *may opt to have some groups listed in some way in the tourism section*

        - Community Profile - *general information on the Town, much of which is outdated or taken from 2013 Economic Development Strategy*
        - Community Recognition - *promotes the Super Senior Award and the Community Spotlight program (Maybe opportunity to play off this for positive tourism / business stories??? Doesn't appear to have been utilized much)*
        - Library – *this is just a referral page anyway. Expect to feature Library in someway in the Tourism section though.*
        - Schools
        - Economic Development – *although METC highlighted along with link to survey it wouldn't be key information for visitors. Will look at having link to survey included though.*
        - Seniors Resources
        - EV Chargers – *expect to reference it somewhere in the Tourism section*

    - Categories maintained but expected to be modified:
        - Recreation
        - History
        - Business Directory
        - Places to Visit
        - Licensed Short-term Accommodation – *will want accommodation section to cover STAs as well as all other accommodation providers*
        - *Events Calendar – have link added here*

    - Other categories needed to be incorporated:
        - Events
        - Itineraries / what to do (broken out by season)
        - FAQs (e.g. grocery options; closest pharmacies; etc.)

Mock-up for a new layout:
What layouts do we like when it comes to other tourism sites???
Similar to Huntsville, maybe look at grouping information into three broad categories:

- Things to do
- Eat & Drink
- Where to Stay

Business Directory:
Need the ability to search by different filters.

Huntsville appears to use their directory to sort information out for their first three categories - things to do; eat and drink; and where to stay. Could we use the directory so that it could be set up to automatically feed the content on the various pages so if a new STA is added, it will automatically show up in the "where to stay" category. If this could

work, we could look at the directory as more of an asset inventory so things like the Locks and Centennial Park could be included.

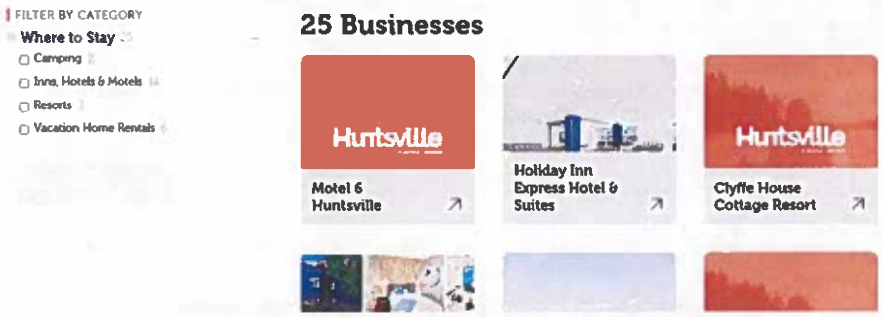






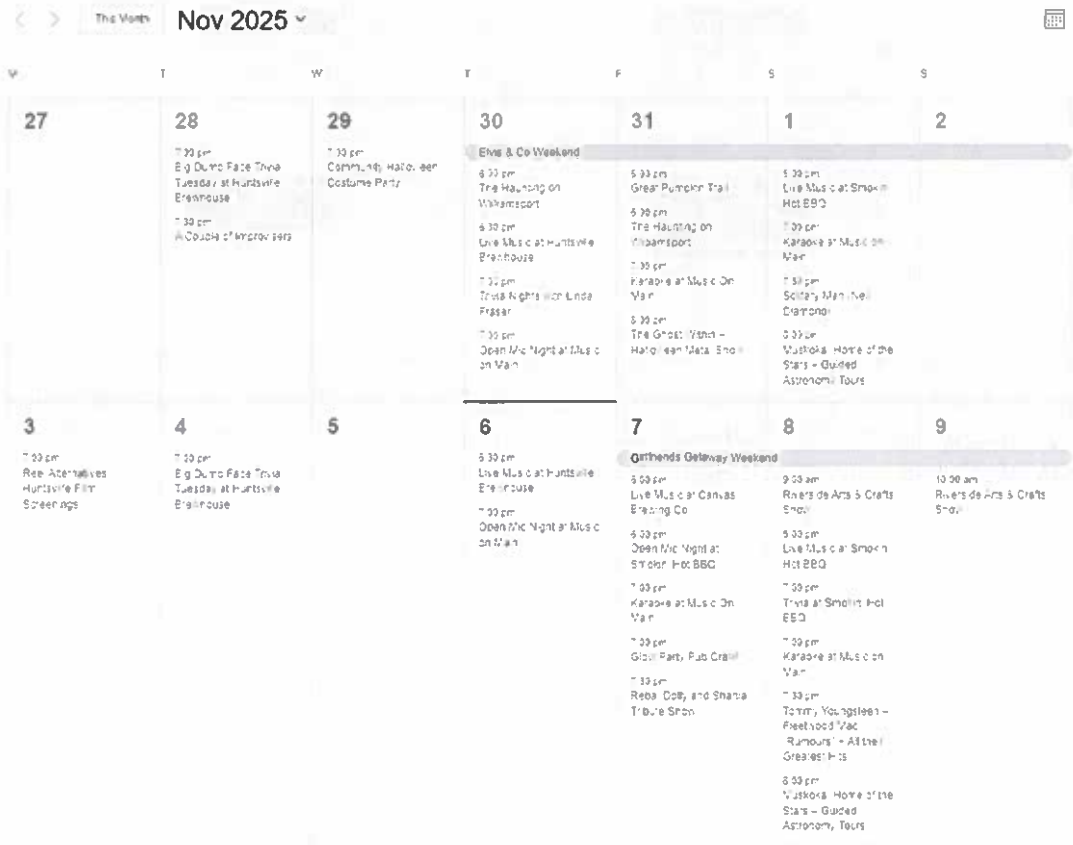




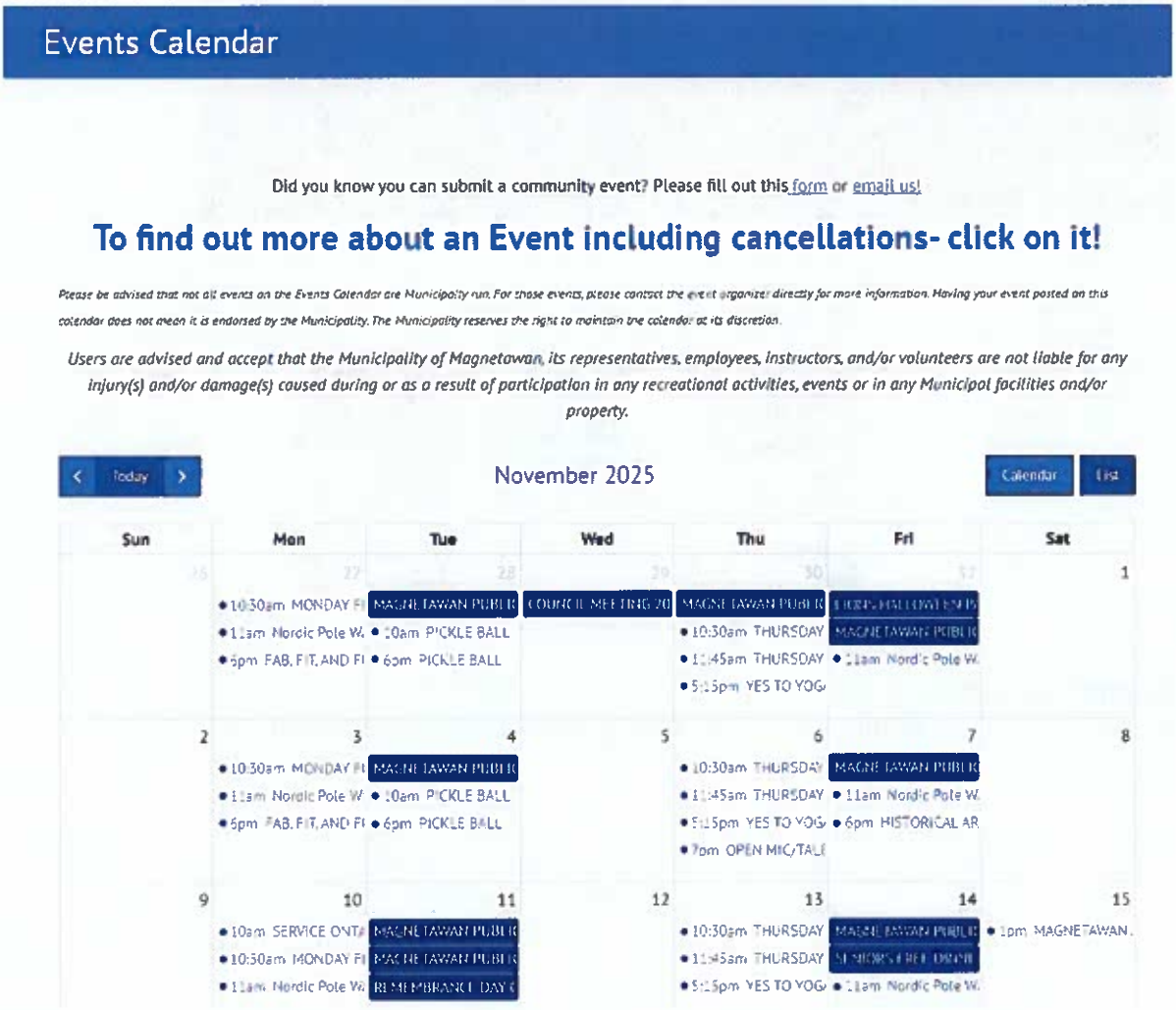


Event Calendar:

-Enable full text for event name to show up on your screen – similar to Huntsville:



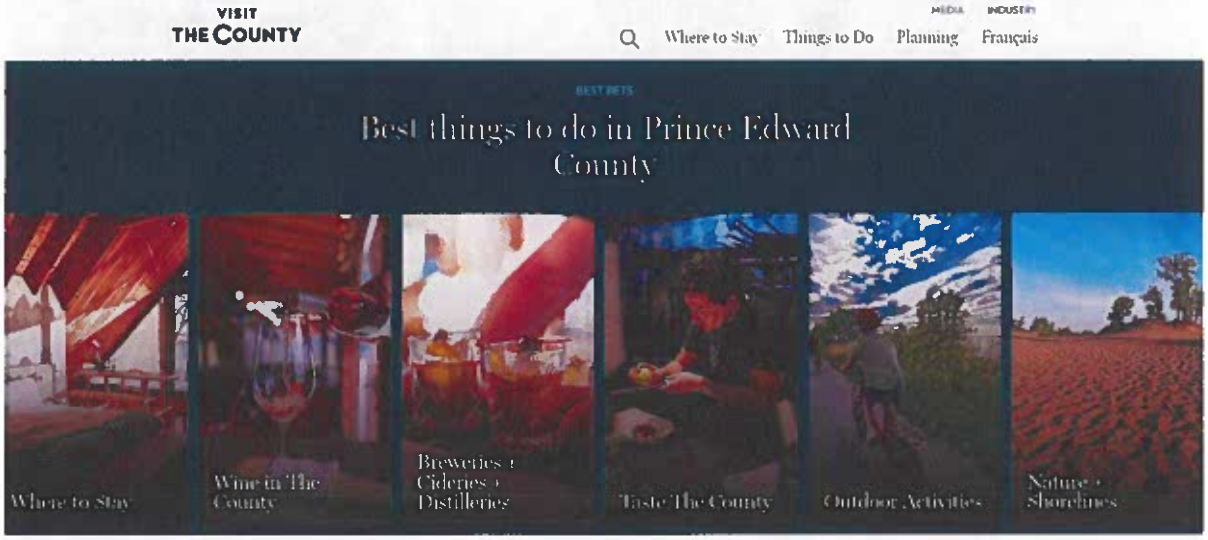
Current view:



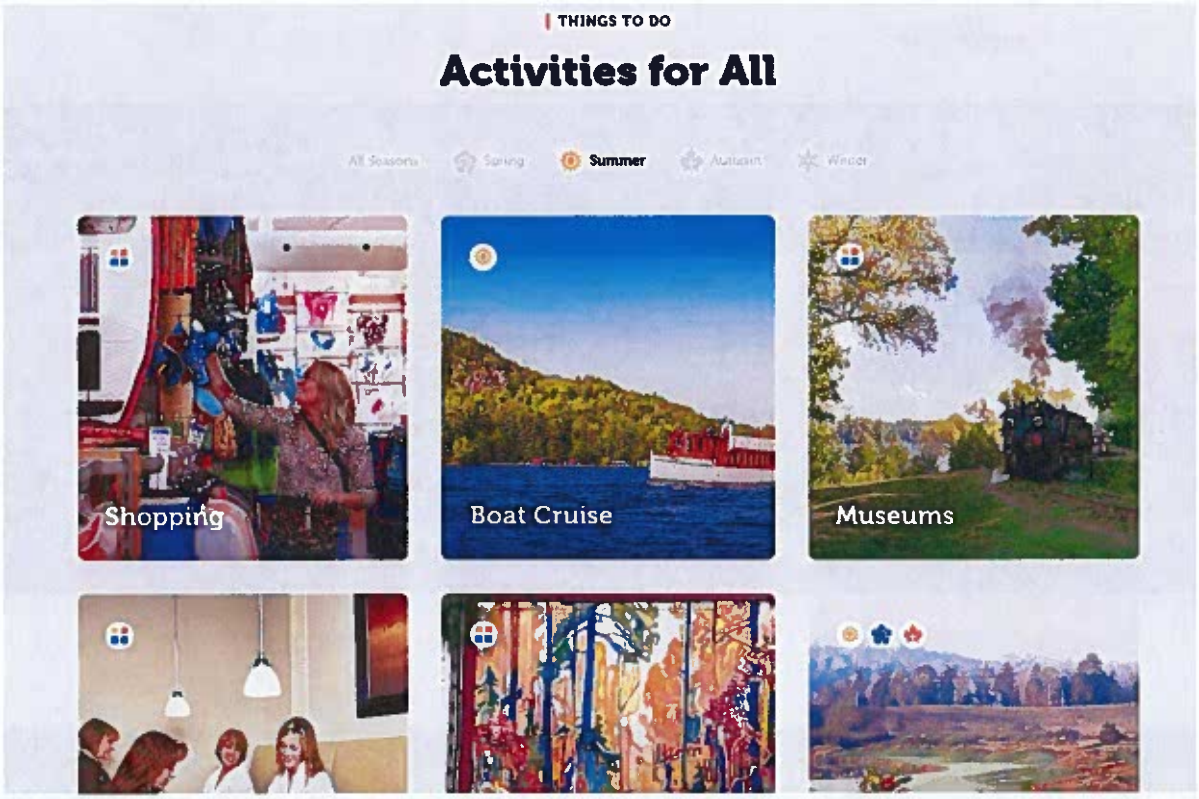
Itineraries:

Prince Edward County (https://visitthecounty.com/) has a feature section on their homepage for trip ideas from "county insiders'. They have videos but we could package it up differently using photos to start at least. Another similar section - Best Bets - lists some itinerary ideas broken out into different categories.





Huntsville also has potential activities grouped by seasons:

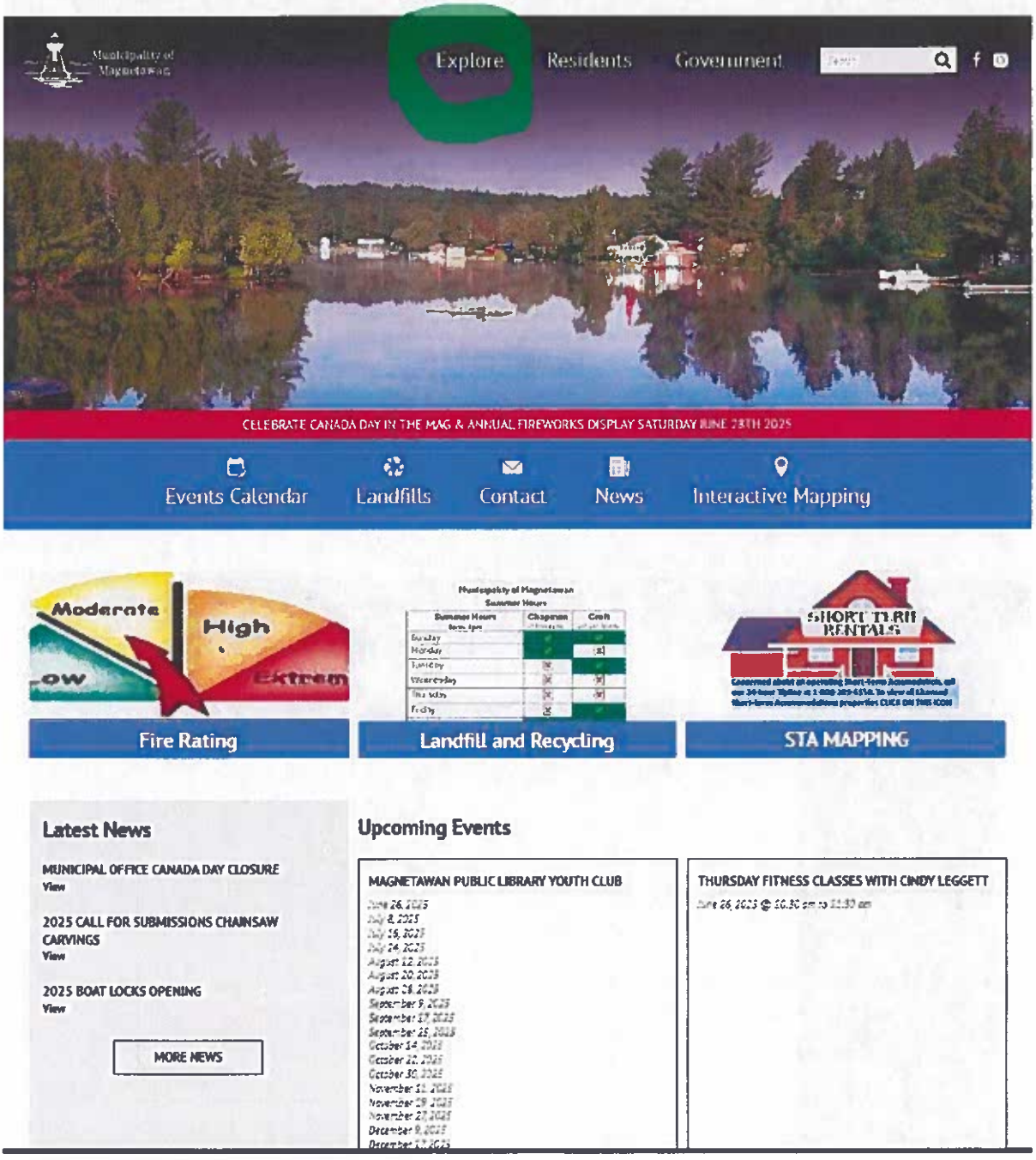


QUESTIONS:

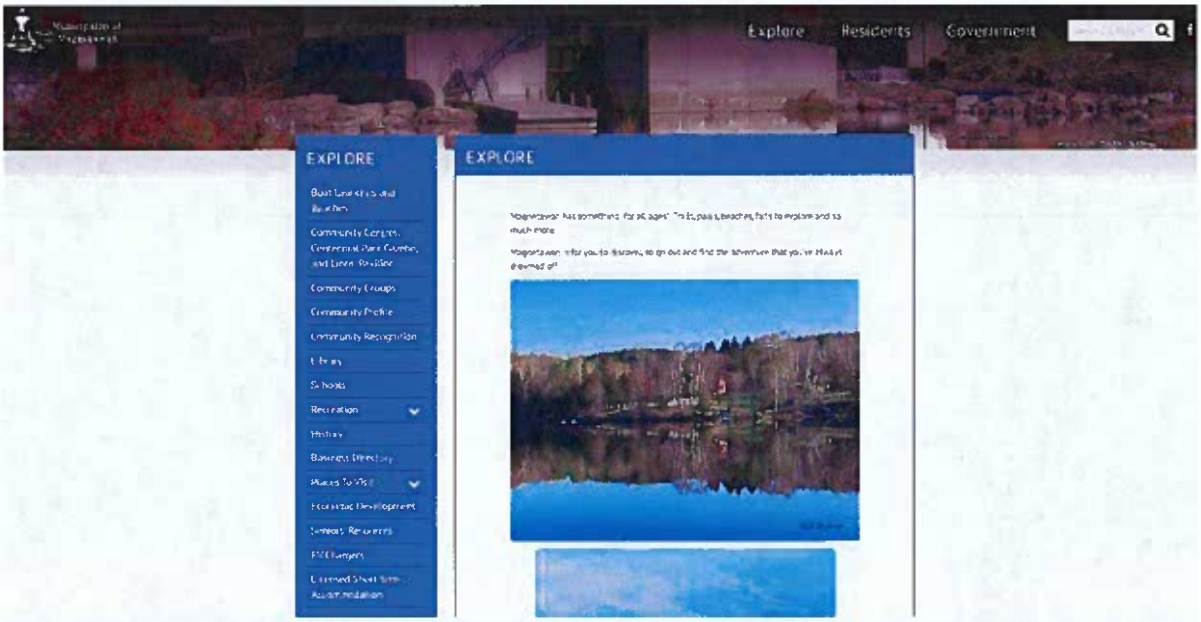
- Should we modify the Explore section or look at introducing a fourth Tourism tab? Should we use 'Explore' to be consistent with Explore Almaguin, Explore South River, etc.?
- Community Spotlight program – is this something we could use to highlight positive tourism / business stories?
- Can we develop a common look and feel that could be used for other things such as Recreation posters? May need graphic design support
- Photo bank – need to see what we have - What is missing?

Appendix A
Screen Captures of Website for the Municipality of Magnetawan

Home Page – highlighting "Explore" tab:



Explore Opening Page:



Tabs off the Explore section:

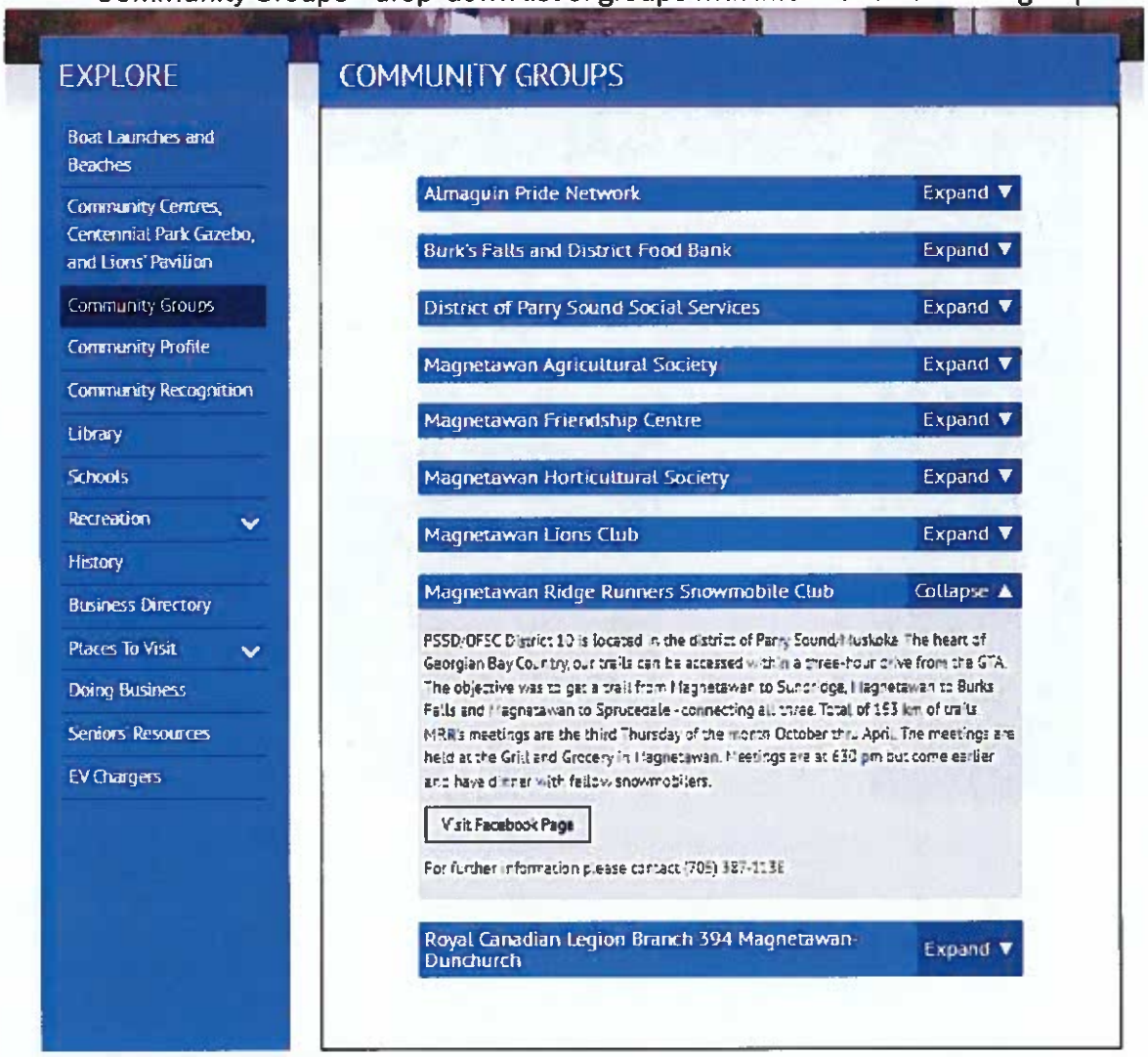
- Boat Launches and Beaches – google map image



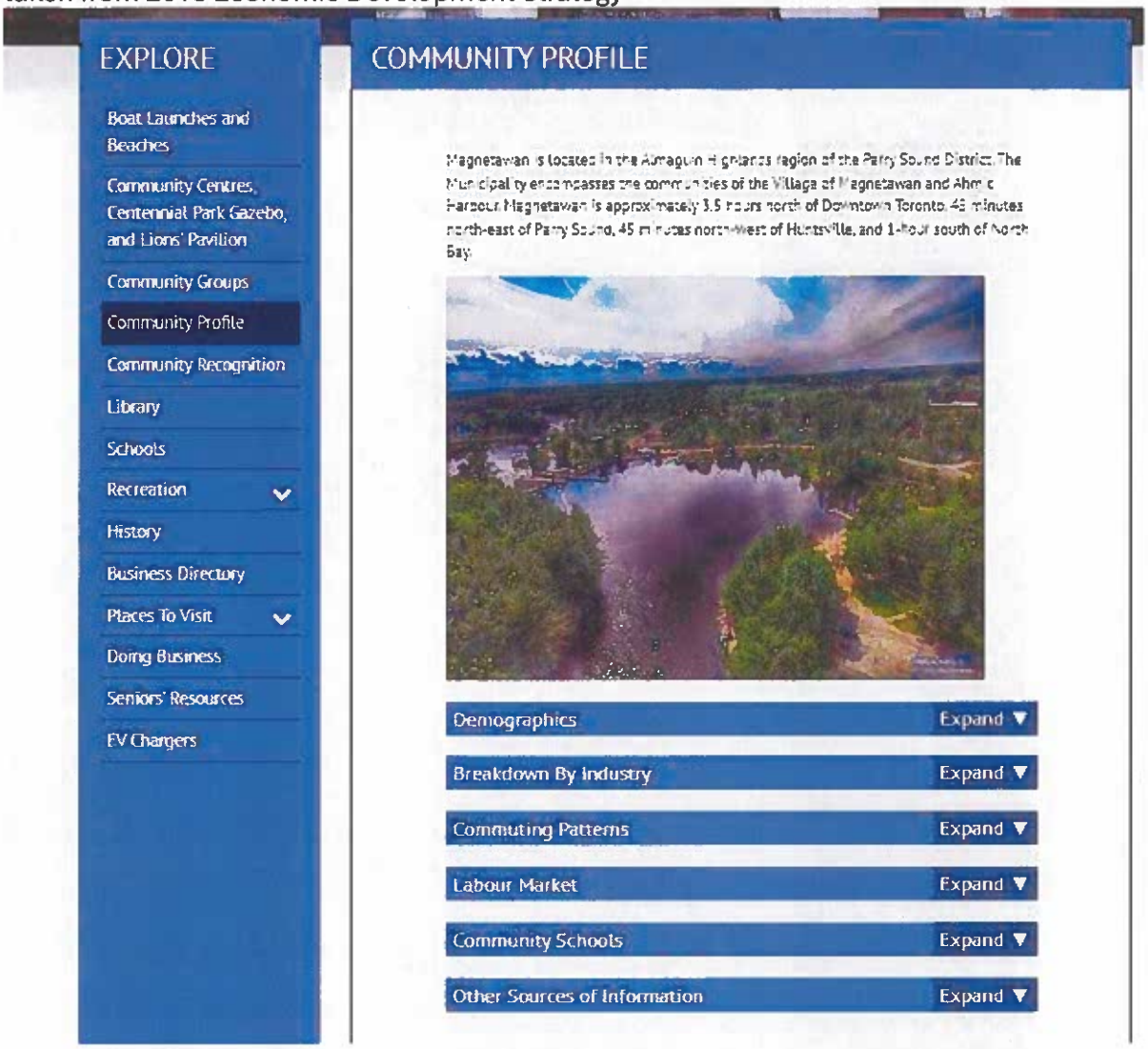
- Community Centres, Centennial Park Gazebo, and Lions' Pavilion – rental information and images of the four locations



- Community Groups – drop-down list of groups with information on each group



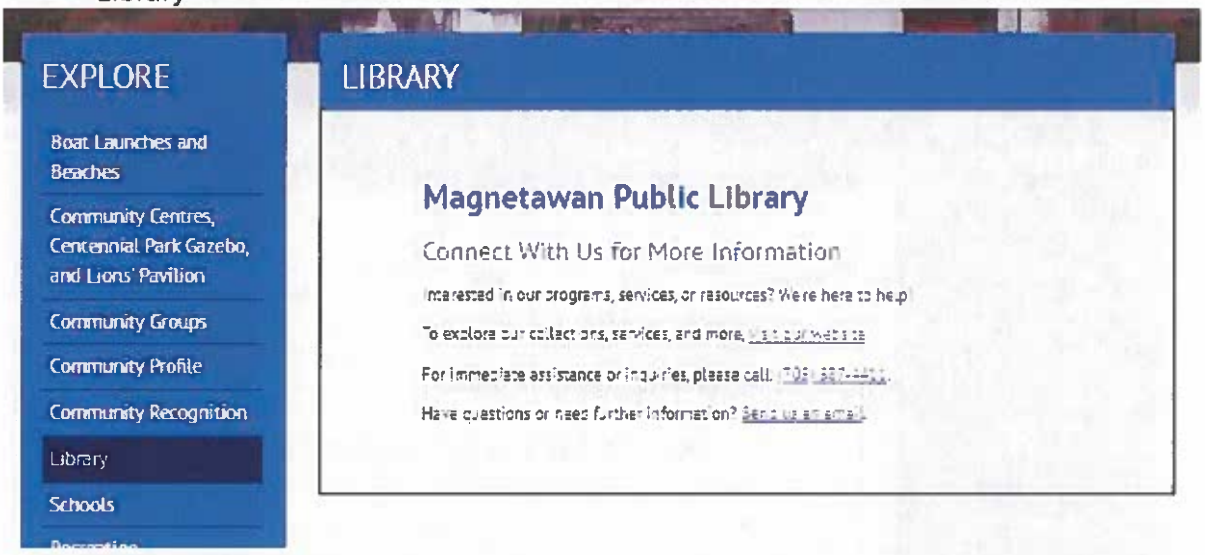
- Community Profile – general information on the Town, much of which is outdated or taken from 2013 Economic Development Strategy



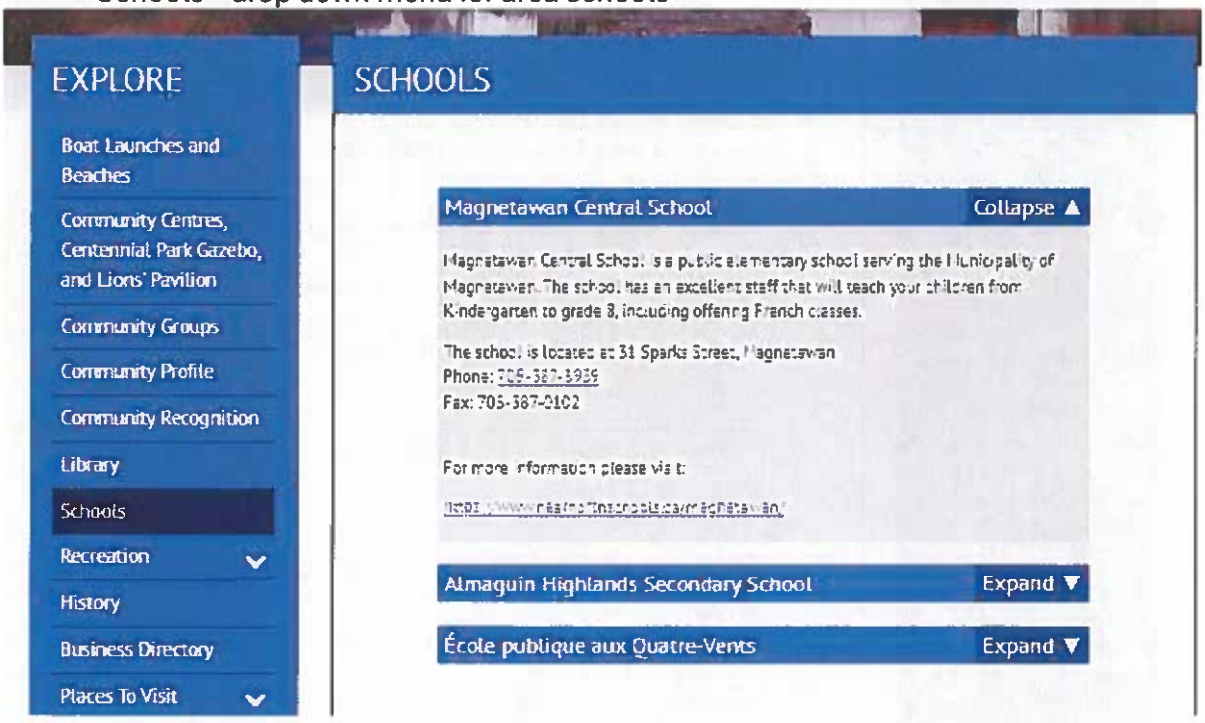
- Community Recognition – promotes the Super Senior Award and the Community Spotlight program (Maybe opportunity to play off this for positive tourism / business stories??? Doesn't appear to have been utilized much)



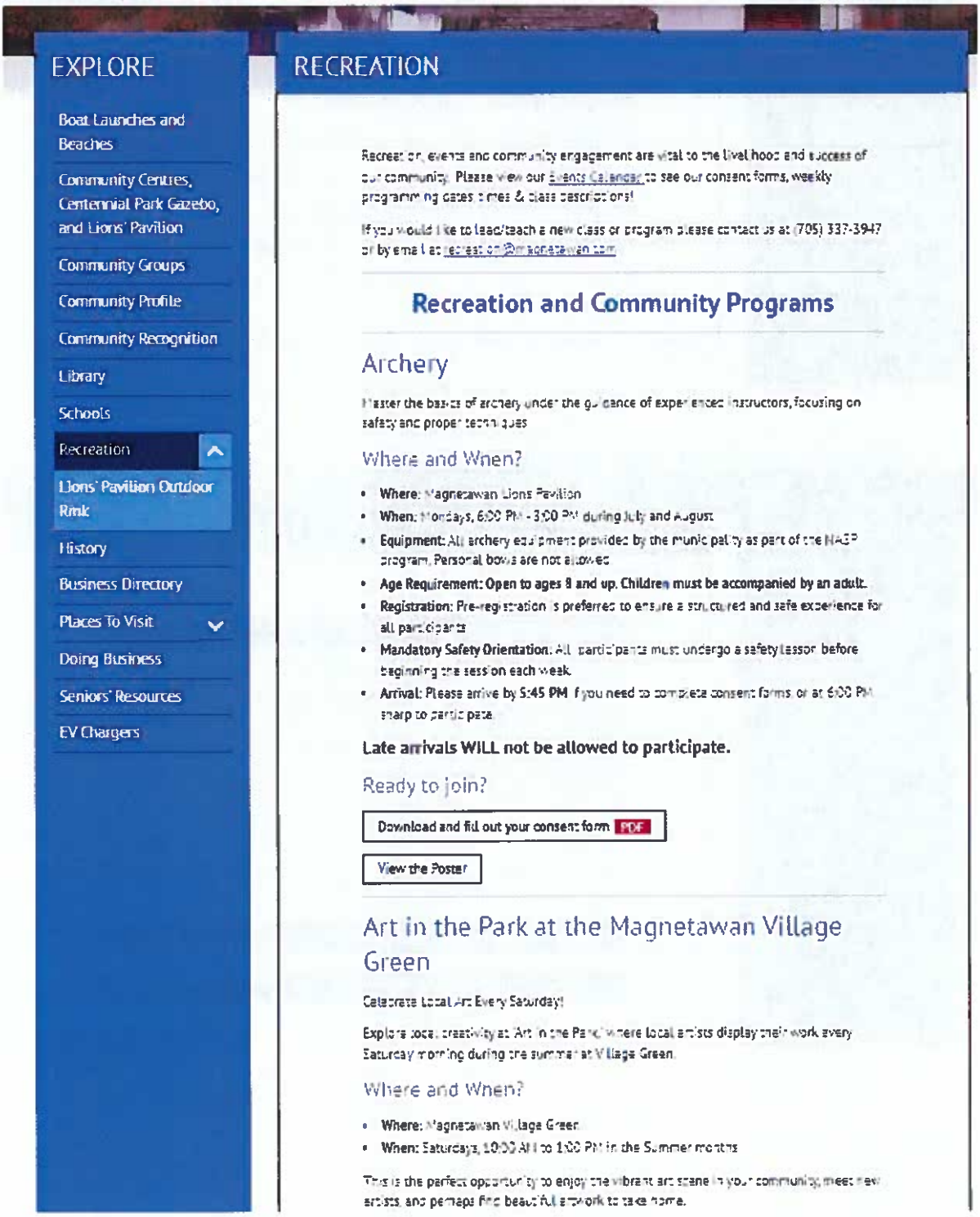
- Library



- Schools – drop down menu for area schools



- Recreation – alphabetical listing of different recreation programs (e.g. archery, Art in the Park, Aquafit, Basketball, Beach Toy Lending, etc.)
    - Lions' Pavilion Outdoor Rink – information on the rink



EXPLORE

- Boat Launches and Beaches
- Community Centres, Centennial Park Gazebo, and Lions' Pavilion
- Community Groups
- Community Profile
- Community Recognition
- Library
- Schools
- Recreation
- Lions' Pavilion Outdoor Rink
- History
- Business Directory
- Places To Visit
- Doing Business
- Seniors' Resources
- EV Chargers

RECREATION

Recreation, events and community engagement are vital to the livelihood and success of our community. Please view our Events Calendar to see our consent forms, weekly programming dates, times & class descriptions!

If you would like to lead/teach a new class or program please contact us at (705) 337-3947 or by email at recreation@magnetawan.com

Recreation and Community Programs

Archery

Master the basics of archery under the guidance of experienced instructors, focusing on safety and proper techniques

Where and When?

- **Where:** Magnetawan Lions Pavilion
- **When:** Mondays, 6:00 PM - 8:00 PM during July and August
- **Equipment:** All archery equipment provided by the municipality as part of the NASP program. Personal bows are not allowed
- **Age Requirement: Open to ages 8 and up. Children must be accompanied by an adult.**
- **Registration:** Pre-registration is preferred to ensure a structured and safe experience for all participants
- **Mandatory Safety Orientation:** All participants must undergo a safety lesson before beginning the session each week.
- **Arrival:** Please arrive by 5:45 PM if you need to complete consent forms, or at 6:00 PM sharp to participate.

Late arrivals WILL not be allowed to participate.

Ready to join?

Download and fill out your consent form PDF

View the Poster

Art in the Park at the Magnetawan Village Green

Celebrate Local Art Every Saturday!

Explore local creativity at 'Art in the Park' where local artists display their work every Saturday morning during the summer at Village Green.

Where and When?

- **Where:** Magnetawan Village Green
- **When:** Saturdays, 10:00 AM to 1:00 PM in the Summer months

This is the perfect opportunity to enjoy the vibrant art scene in your community, meet new artists, and perhaps find beautiful artwork to take home.

EXPLORE

- Boat Launches and Beaches
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- Community Groups
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- EV Chargers

LIONS' PAVILION OUTDOOR RINK



Magnetawan Lions' Pavilion

Rink Status Update: Currently CLOSED

Weather-Dependent Operations

Our rink operations are entirely dependent on the weather.

- **Ice Making:** We require temperatures colder than -2°C for several consecutive days to form and maintain ice.
- **Warm Weather:** If temperatures rise above 0°C, we cannot flood the rink or maintain the ice.

Stay Updated

For the latest rink status and updates:

- Check our Facebook or Instagram pages
- Or, contact us directly with any questions.

Rink Rental Information

Interested in hosting a private event at the rink? Here's how you can get in touch:

- **Email:** recreation@magnetawan.com
- **Phone:** Call us at (705) 387-3947
- **Rental Forms:** application forms for rink rental are available here.

Free Hockey Sledge Lending Program

Interested in signing out our Hockey Sledge? Here's how you can get in touch:

- **Email:** recreation@magnetawan.com
- **Phone:** Call us at (705) 387-3947
- **Rental Forms:** Sign out forms are available here.

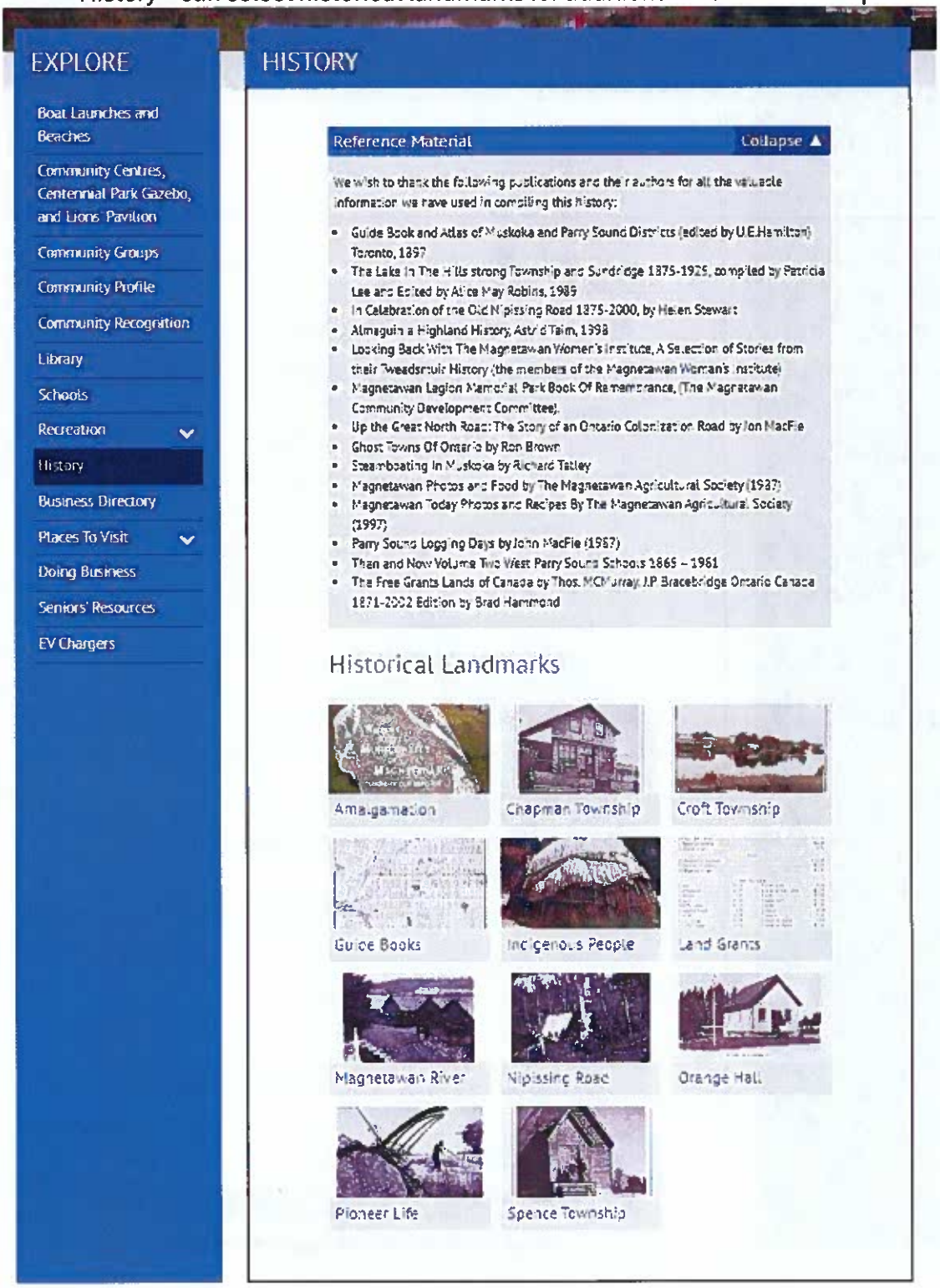
Important Notes

- **Holiday Restrictions:** The rink will not be available for private functions during the Christmas Holidays and Family Day to ensure open access for all residents during these times.

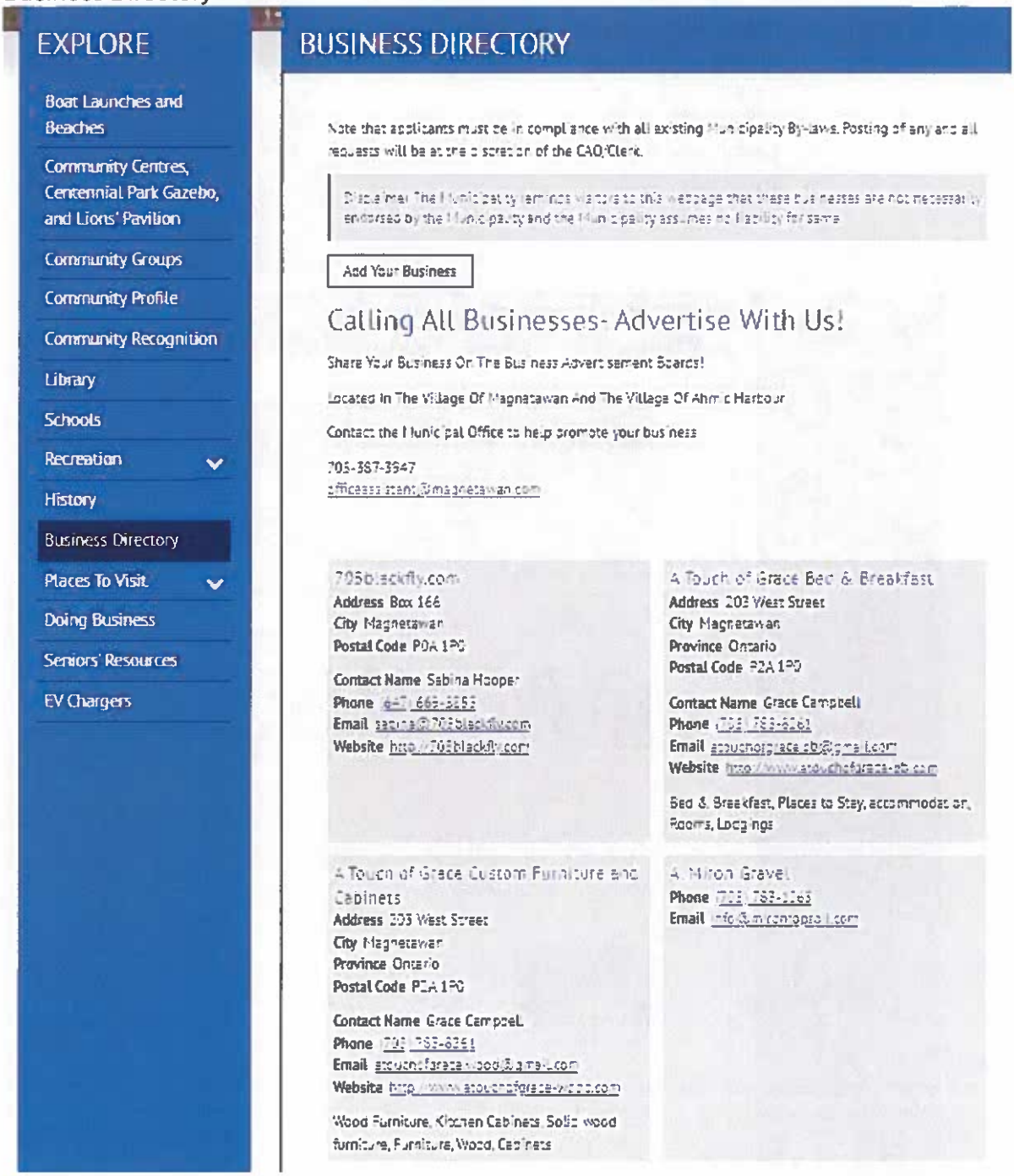
VIEW THE SKATING SCHEDULE POSTER PDF

Pavilion Skating Schedule Expand ▼

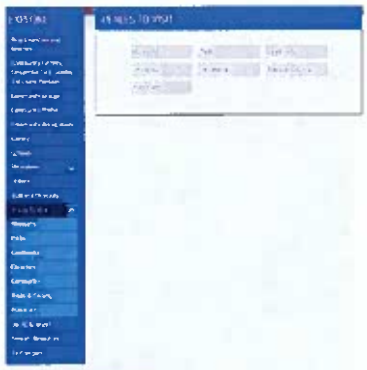
- History – can select historical landmarks for additional information and photos.



- Business Directory



- Places to Visit – tabs for each category below
  - Museums
  - Parks
  - Landmarks
  - Churches
  - Cemeteries
  - Trails and Cycling
  - Public Art

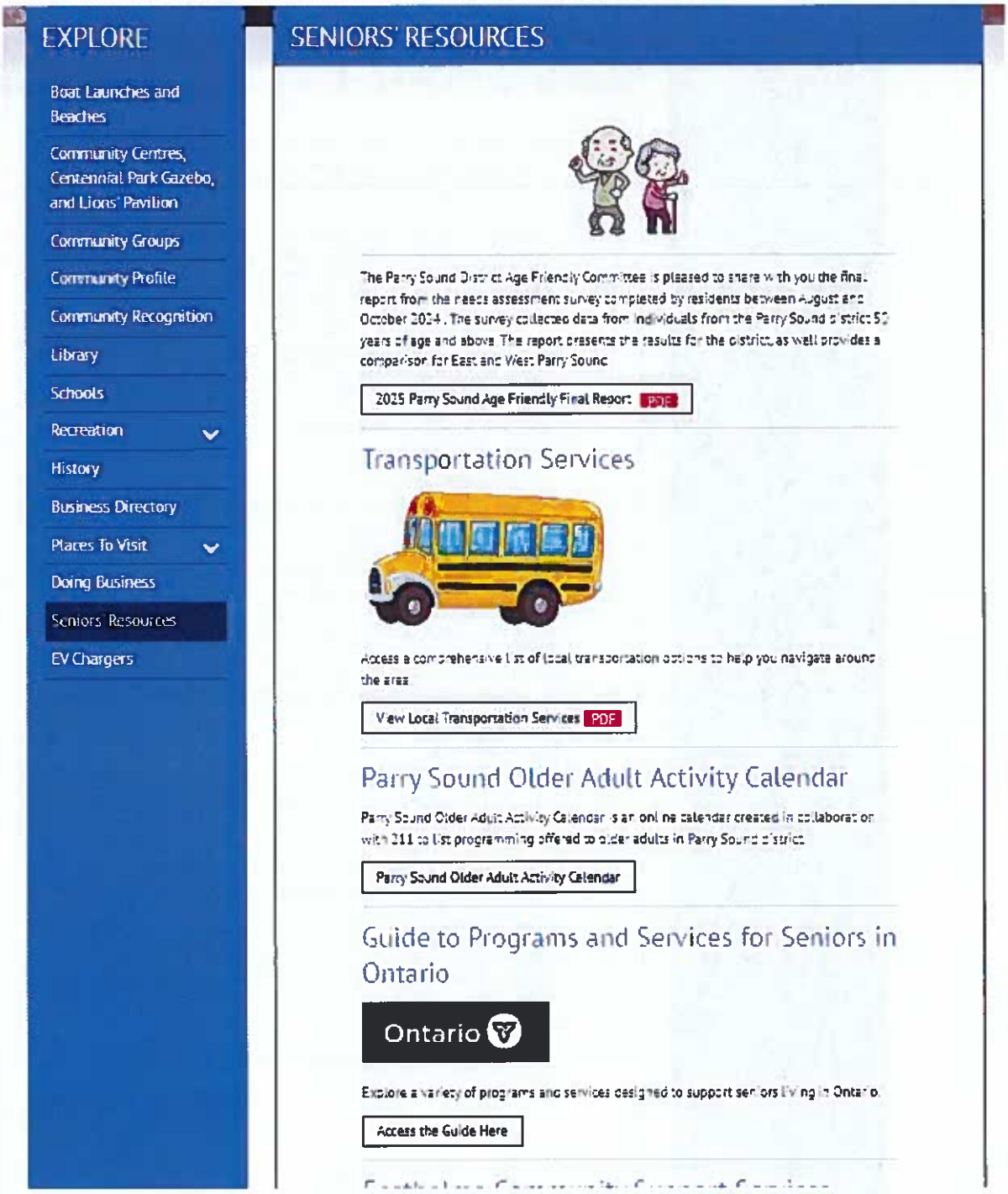




- Economic Development – METC features along with link to survey as well as different resources listed with links



- Seniors' Resources – information and links to different resources



- EV Chargers

EXPLORE

- Boat Launches and Beaches
- Community Centres, Centennial Park Gazebo, and Lions' Pavilion
- Community Groups
- Community Profile
- Community Recognition
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EXPLORE

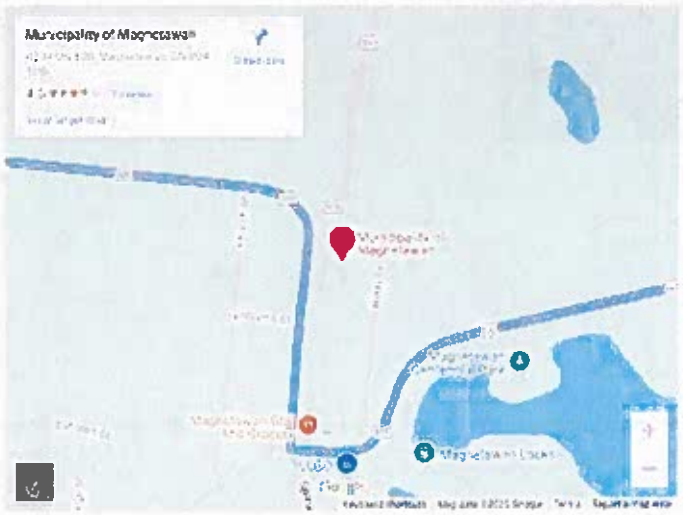
The newly Commissioned Lakeland EV Charging Station is now open at Magnetawan Municipal Office/Community Centre. To celebrate this milestone, Lakeland Solutions Manager Peter Ewald joined Magnetawan Mayor Sam Dunnett, Deputy Mayor John Hetherington, Councillor Bill Bishop, Councillor Jon Hind and Councillor Brad Kreller, and for a photo at the first public EV charging station in the Municipality.

With ultra-fast 180kW chargers, you can add approximately 100 km of range in just 10 minutes—or use the 30kW option if you're planning to take a bit more time to enjoy the Lions Pavilion, the library, or an event at the community centre.

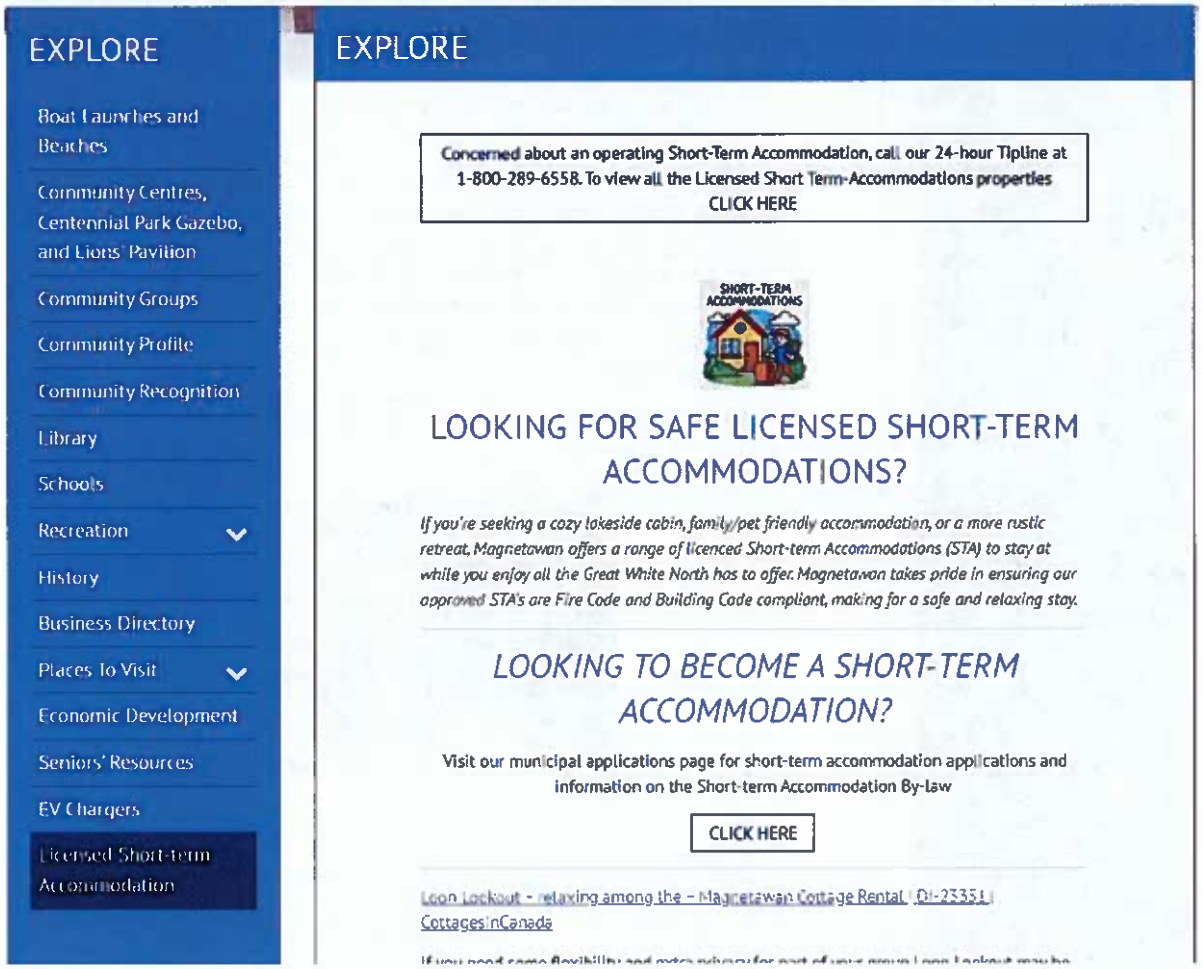
To access the network, download the Lakeland EV Charging app or visit lakelandevcharging.ca

To View the December 5, 2024 Media Release CLICK HERE PDF





- Licensed Short-term Accommodation



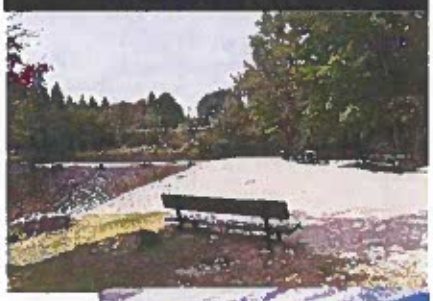
Appendix B
Proposed outline for main page under Explore tab
DRAFT ONLY



A four-season playground, Magnetawan has something to offer everyone! From arts and culture to boating, cycling, snowmobiling and so much more. There is so much to take in we invite you to come and stay a few days to share the place we are lucky to call home!



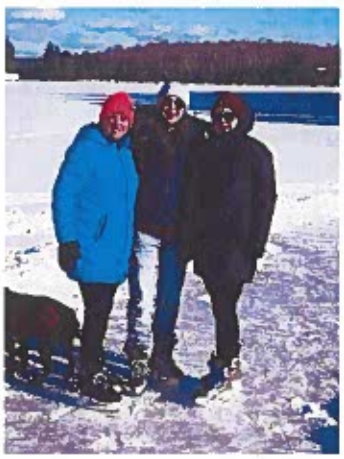






- A variety of accommodations offering a wide range from camping, boat-access island resort, cabins, short-term rentals, etc.
- 40-miles of boating with multiple access points
- Beaches & Parks
- Free recreational programming (from archery to yoga and everything in between!)
- Historical landmarks and Museums
- Hiking Trails and Cycling Routes
- A strong arts and culture community (come discover our connections to the Group of Seven!)
- Snowmobiling
- Eateries, shopping and a long-standing Farmers' Market
- And so much more!

Come and explore!



NOTE: Magnetawan is looking to bolster our tourism sector and we need your help! Please take a few minutes to complete the survey in the link below to help guide our efforts.

LINK XXXX

Appendix C
Other Municipal Tourism websites

Bracebridge – municipal and separate Tourism website
https://www.bracebridge.ca/

**Separate tourism website*: https://www.visitthebridge.ca/



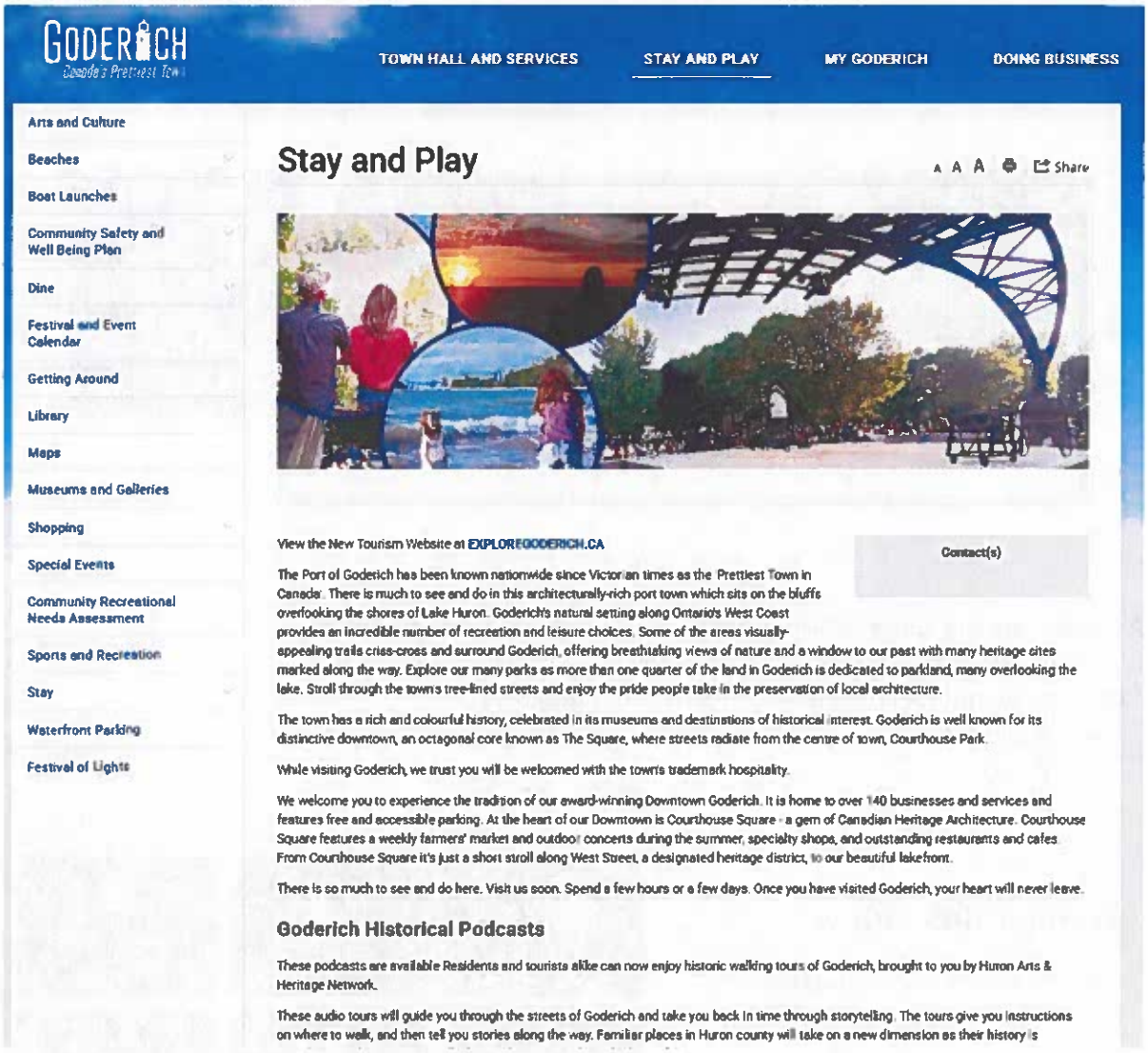
Broken out into key categories:

- Home
- Taste
- Create
- Explore
- Stay
- Blog
- Contact

Gravenhurst
Gravenhurst.ca

Town of Goderich – municipal and separate tourism website
https://www.goderich.ca/en/index.aspx
Main categories:

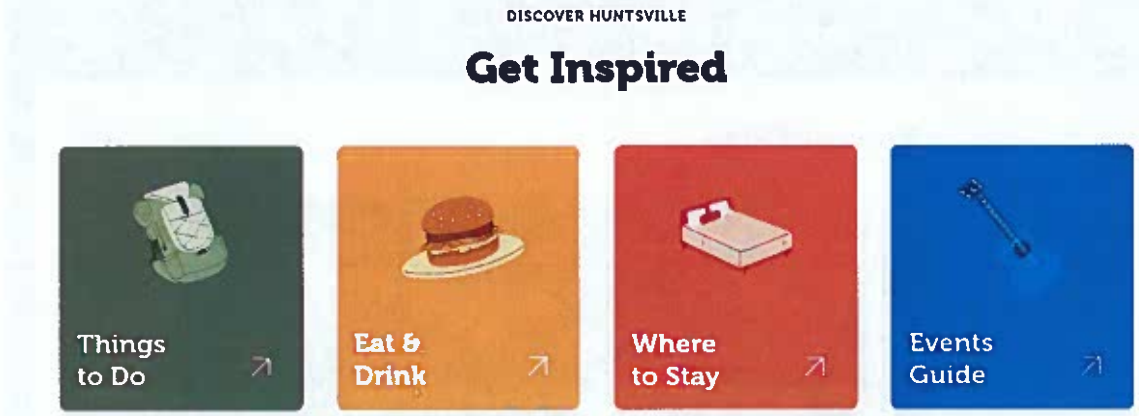
- Town Hall and Services
- Stay and Play – visitor information – refers to new standalone website
- My Goderich
- Doing Business



Separate standalone tourism website: exploregoderich.ca

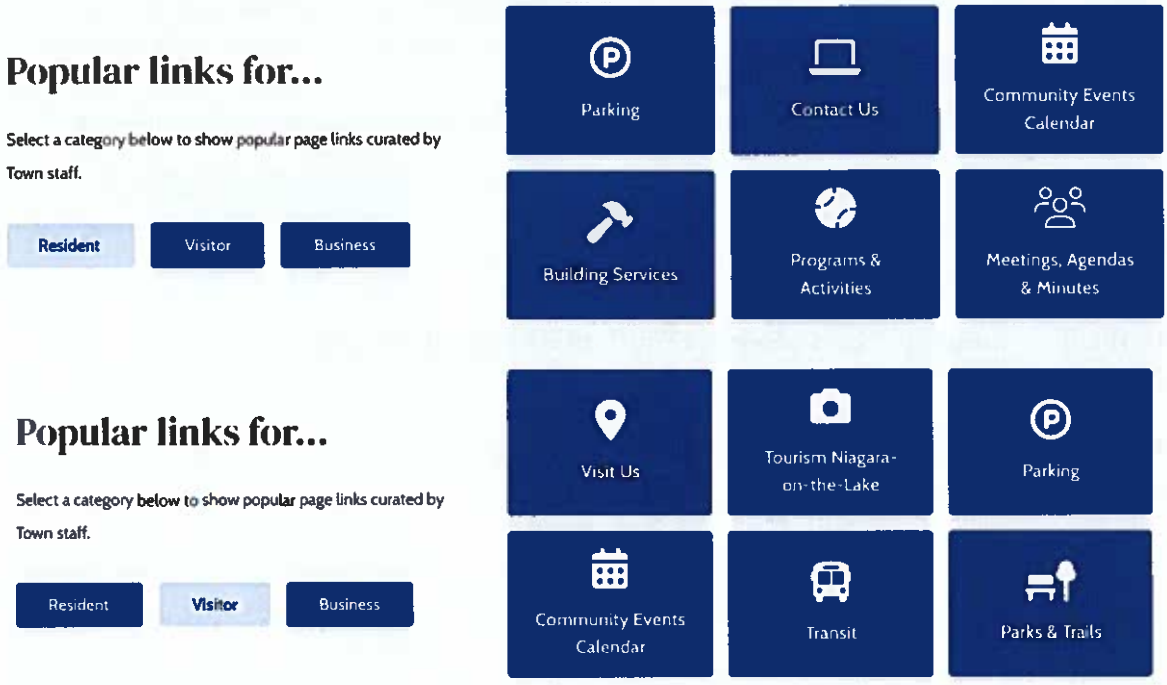
Huntsville – municipal and separate Tourism website (MAT tax)
Huntsville.ca

Separate tourism website: https://explorehuntsville.ca/
Key categories:



Niagara-on-the-Lake – municipal and separate Tourism website
https://www.notl.com/
Set up popular links based on website user category:

- Resident
- Visitor
- Business



*Separate tourism website: https://www.niagaraonthelake.com/

Broken out into key categories:

- Dining
- Stay
- Shaw Festival
- Wineries
- Parks Canada
- Explore
- Events
- Culture
- Shopping

Prince Edward County - https://visitthecounty.com/
Three main categories:

- Where to stay
- Things to do
- Planning

Interesting features - trip ideas from 'county insiders' and "Best Bets" (things to do broken out into categories)





Simcoe County Tourism - https://experience.simcoe.ca/

South River – municipal and separate Tourism website
https://southriver.ca/en/

**Separate tourism website:* https://www.exploresouthriver.ca/
FYI – spoke to the web designer (Creative One) who noted the community received a grant to help cover the $35K which included the creation of the app.

https://www.easterntownships.org/

Appendix D
Other websites or sources of information (Potential sources of content)

https://findingyourmagnetawan.ca/living-up-north/magnetawan-real-estate-need-to-know/

Chamber and area publications

Current municipal web designer:
https://www.osiminteractive.com/industrial-manufacturing-logistics-digital-marketing

Need to follow-up – Magnetawan and area Businesses
https://www.magnetawanarea.com/
https://www.magnetawanarea.com/summer-activities

Appendix E
Area website designers:

https://creativeone.ca/ - Bracebridge and Huntsville
-Explore South River (https://www.exploresouthriver.ca/)

https://vsmarketing.ca/ - North Bay and Toronto offices
-Village of South River (https://southriver.ca/en/) – *tourism site designed by CreativeOne*
-Owen Sound Tourism (https://www.owensoundtourism.ca/en/)

https://www.9lives.design/ - lives in Calgary but says North Bay hometown
-Explore Almaguin (https://explorealmaguin.ca/)

https://www.magnetawanarea.com/brady-carpenter-graphic-designer

https://reederwebdesign.ca/ - based in Huntsville
-Explore Huntsville

Laura Brandt

From: Northern Ontario Travel <info@northernontario.travel>
Sent: July 22, 2026 8:40 PM
To: Laura Brandt
Subject: Just Add Water

Northern Ontario Travel • The Official Newsletter

En Français? Powersports Fishing



This is Big Water Country

Pouring over cliffs, whispering against the shoreline, hiding century-old shipwrecks — during a summer like this, we're all looking for water. So here's a waterfall roadtrip, no-reservation Lake Superior campsites, and 70,000 lakes two hours from Winnipeg >>

2026 WILDFIRES: TRAVEL UPDATE

Most of Northern Ontario is open! Here's the current guidance (and all the links to fire & smoke info) before you travel.

Check Conditions First



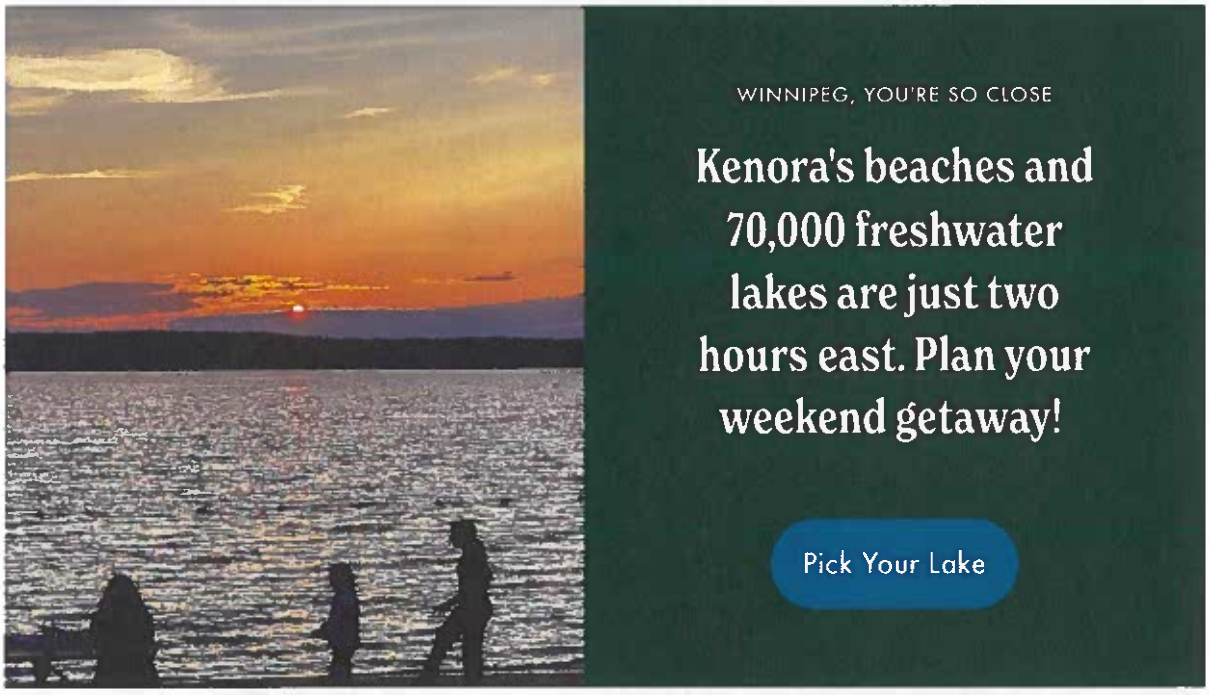


LET'S GO CHASING WATERFALLS

A nine waterfall road trip from Mattawa to Cochrane, Timmins to Manitoulin. How many can you hit?

Bag Them All

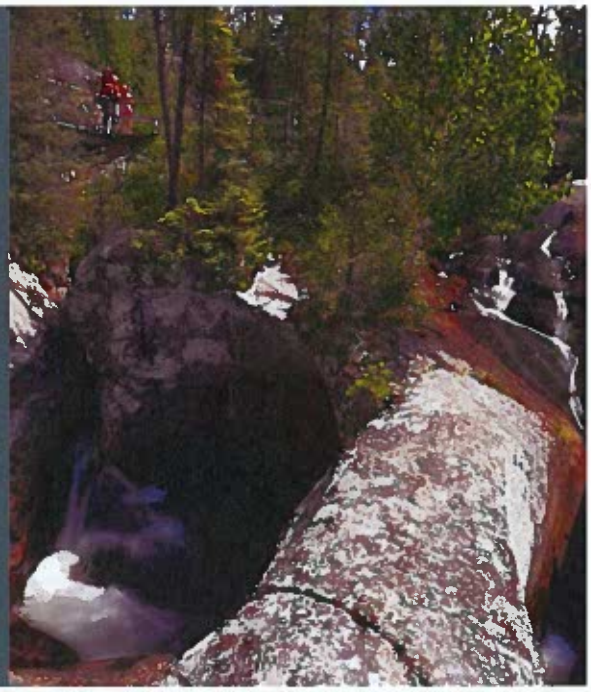

WELCOME TO THE SLACKCOUNTRY
Walk-in and paddle-in campsites on Lake Superior, minutes from the highway—no booking required.
Claim Your Beach

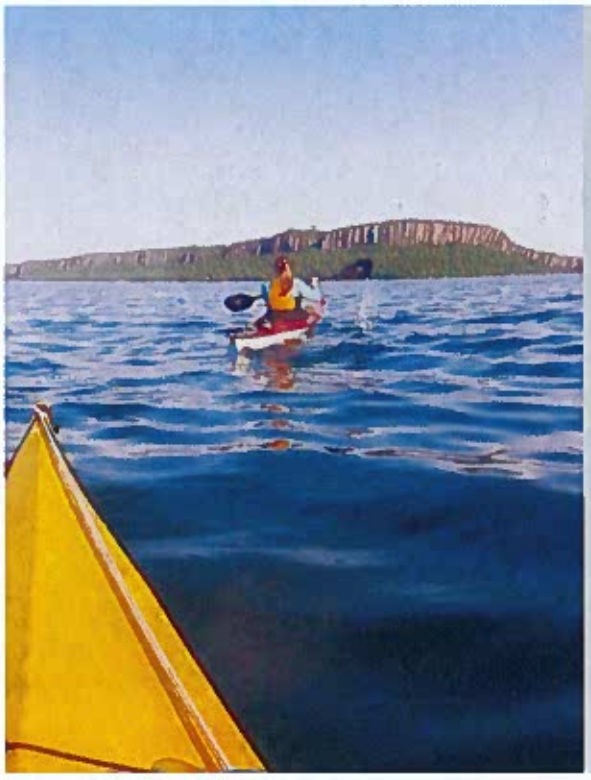

WINNIPEG, YOU'RE SO CLOSE
Kenora's beaches and 70,000 freshwater lakes are just two hours east. Plan your weekend getaway!
Pick Your Lake

ROCKS WORTH THE STOP

Explore glacier-carved potholes, meteorite impact islands, and red cliffs that glow at sunset, all roadside.

Pull Over Here

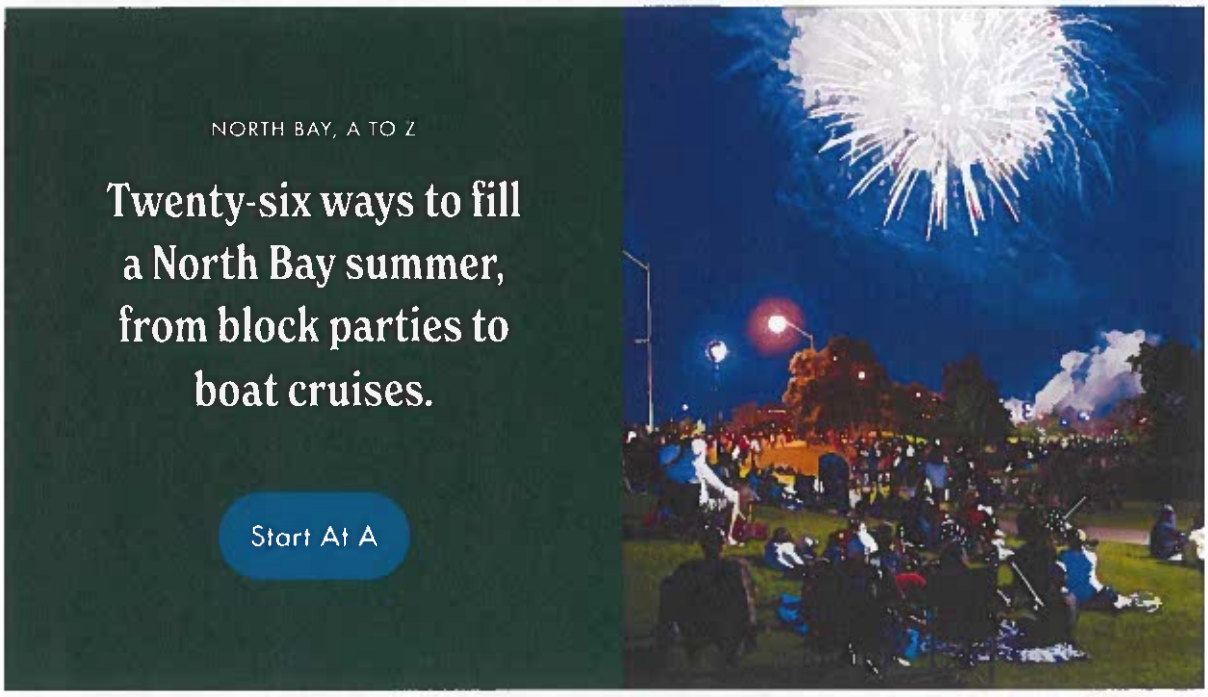




SUPERIOR WAYS TO PLAY

Kayak tours, sailing cruises, and shipwreck dives—Thunder Bay is your basecamp on the world's largest freshwater lake.

Dive Right In



For more info and help planning your next Ontario vacation visit:

ALGOMA COUNTRY

THE SEVEN—NORTHEASTERN ONTARIO

SUNSET COUNTRY

SUPERIOR COUNTRY

See you up here soon!

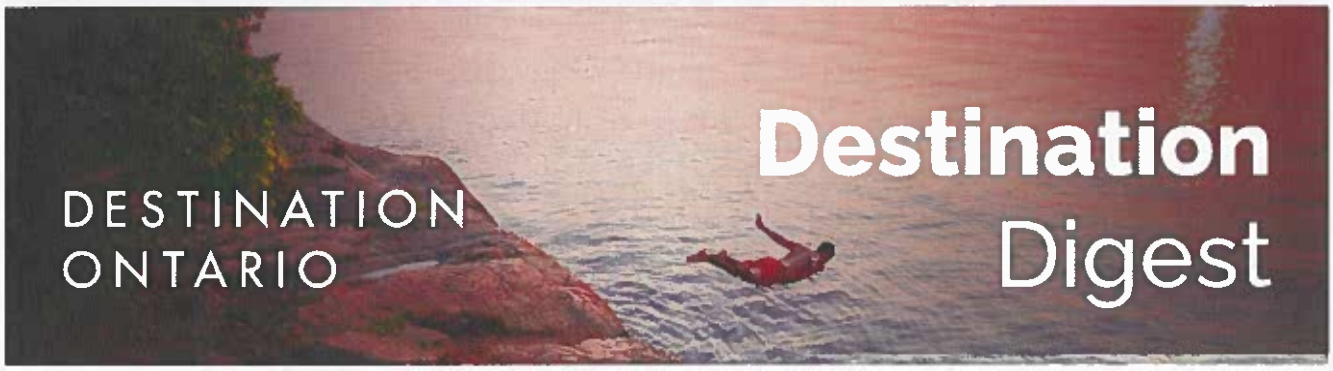
Northern Ontario CANADA

111 ELGIN STREET, SUITE 304
SAULT STE. MARIE, ON P6A 6L6, CANADA

Laura Brandt

From: Destination Ontario <destinationontario@ontario.ca>
Sent: September 2, 2026 2:39 PM
To: Laura Brandt
Subject: Destination Digest: New CEO, New Insights and More

View this email in your browser



Wednesday, September 2, 2026

Welcome, Maxine!



Destination Ontario is pleased to welcome **Maxine Chapman** as its new President and CEO, effective October 13, 2026. Maxine joins Destination Ontario from the Ontario Lottery and Gaming Corporation (OLG), bringing extensive experience in marketing, brand building, partnerships and storytelling.

Destination Ontario also extends its sincere thanks to **Vincenza Ronaldi** for her leadership and dedication as Acting President and CEO, and for her many contributions to Destination Ontario and Ontario's tourism industry.

DATA DELIVERED

Ontario leaves a lasting impression

New visitor research conducted during **FIFA World Cup 2026™ Toronto** shows Ontario is making a strong impression on visitors from around the world.

Conducted by Destination Ontario in partnership with Destination Toronto and Context Research Group Inc., the visitor intercept study gathered feedback from visitors about their experiences in Ontario, overall satisfaction and future travel intentions.

The findings reinforce the **long-term value of hosting** major international events, with visitors reporting **positive experiences** and a strong **likelihood of returning** to Ontario for future leisure travel.

The visitor research study found:

- **The tournament drew visitors from around the world.**
  More than four in five visitors came to Toronto primarily because of the FIFA World Cup 2026™. Survey respondents represented nine Canadian provinces, 25 U.S. states and 57 countries.
- **Visitors made a significant contribution to Ontario's visitor economy.**
  Overnight visitors spent an average of $1,033 per person during their visit to Ontario for the FIFA World Cup 2026™, excluding match tickets and flights, and stayed nearly seven nights on average.
- **The tournament encouraged visitors to explore beyond Toronto.**
  One in four overnight visitors travelled elsewhere in Ontario during their trip, extending the economic benefits of the tournament across the province.
- **Ontario made a strong impression on visitors.**
  More than nine in 10 visitors highly rated both Toronto and Ontario as travel destinations, while 96% perceived Ontario as a safe travel destination and 93% said the province delivers good customer service.
- **Visitors were highly satisfied with their tournament experience and interested in returning.**
  90% of visitors were satisfied with FIFA Fan Festival™ Toronto overall. **92%** said they were likely to return to Ontario for leisure travel within the next two years, while **96%** said they would return for another large international event.



Why this matters

Positive visitor experiences don't end when the event does. These findings show how hosting major international events can **strengthen Ontario's reputation**, **inspire future travel** and **support long-term tourism growth**.

For the tourism industry, the research offers valuable insights to help inform marketing, product development and future visitor experiences.

Read the full report



Canadian Travel Opportunity

Destination Ontario recently completed new research examining the opportunity to grow leisure travel to Ontario from **Western Canada**, **Manitoba**, **Quebec** and **Atlantic Canada**. The study looks at market potential, perceptions of Ontario, traveller motivations and barriers, regional awareness, the travel decision journey, and the messages most likely to influence consideration.

Destination Ontario will share key findings and implications with Ontario's tourism industry through a **webinar** in late September. More information, including registration details, will be available soon.

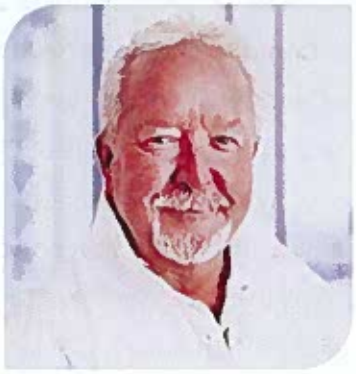


United Kingdom Market Insights

The Ontario Travel & Tourism Monthly (OTTM) now includes the **United Kingdom,** providing new insights into one of Ontario's key international markets. The expanded research establishes a baseline for tracking travel intentions, behaviours and perceptions over time, helping tourism partners inform planning and marketing. The international expansion continues with **Germany,** added to the August wave with results available later this month, followed by **China** in September.

Learn more

WELCOME NEW BOARD MEMBERS



Ian McMillan

International Marketing Specialist, Destination Northern Ontario (Hilton Beach)

Ian is a dedicated tourism industry leader, with more than 30 years spent advancing Northern Ontario as a premier travel destination, including as Executive Director of Tourism Sault Ste. Marie. He started McMillan Tourism Management in 2018 and is currently an international marketing specialist with Destination Northern Ontario. Ian has been inducted into the Festivals & Events Ontario Hall of Fame and in 2019, received TIAO's Lifetime Achievement Award.



Maria Mavridis

Founder, Anchor Niagara and Municipal Councillor (Niagara-on-the-Lake)

Maria is a municipal councillor for the Town of Niagara-on-the-Lake (NOTL) and hospitality consultant. A dedicated community leader, she brings deep expertise in the visitor economy with experience serving on the NOTL Tourism Board and the Niagara Regional Transit Board. She is a founding member of two signature Niagara-region events, the TD Niagara Jazz Festival and the CBC LOL Ice Breakers Comedy Festival.

SECTOR SPOTLIGHT



Fall Colour Report

The **Ontario Parks Fall Colour Report** is back, offering real-time updates on fall **colour progression** across Ontario's provincial parks. Whether planning a fall getaway or helping visitors choose the best time to experience Ontario's spectacular autumn scenery, the interactive map is a valuable tool for showcasing one of the province's most iconic seasonal experiences.

More info



Science Centre Expands

The **Ontario Science Centre** opened its new location at **Harbourfront Centre**, bringing interactive science experiences to the heart of Toronto. Visitors can explore hands-on exhibits, including the Space Deck and Innovation Station, while enjoying free outdoor programming in Curiosity Commons throughout the summer. The expansion creates another engaging attraction for residents and visitors, inspiring curiosity, learning and exploration

More info

SUSTAINABILITY SNAPSHOT



Building Inclusion

Niagara Parks launched consultations to help shape its **2027–2031 Multi-Year Accessibility Plan**, reinforcing its commitment to creating more inclusive and accessible visitor experiences. As accessibility continues to play an increasingly important role in tourism, the initiative offers a strong example of how destinations can embed accessibility into long-term planning and engage communities in the process.

Learn more

GreenStep

Raising the Standard

A North American first for sustainable tourism: GreenStep is the **first North American-based organization** to launch Global Sustainable Tourism Council (GSTC) Certification for the tourism industry. This certification gives tour operators and accommodations a **globally recognized** way to **validate their sustainability practices** and strengthen their access to growing sustainable travel markets.

Learn more

EVENTS

TOURISM OPPORTUNITIES FORUM

TIAO Opportunities Forum

September 17, 2026

Virtual

Register



Ontario Tourism Summit

October 21 - 22, 2026

Ottawa

Register



Northern Ontario Tourism Summit

November 3-5, 2026

Sault Ste. Marie

More info

Help make Destination Digest even better!

Take quick survey



DESTINATION ONTARIO

Destination Ontario is an agency of the Government of Ontario and the lead tourism marketing organization for the province.

Visit our corporate website for more information about our mandate, priority markets, what we do and ways to work with us.

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Laura Brandt

From: Explorers' Edge <info@explorersedge.ca>
Sent: September 3, 2026 4:24 PM
To: Laura Brandt
Subject: Almost August... A Lot to Share as We Head Into Fall

August 2026

EXPLORERS' EDGE

Ontario

3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound & South Algonquin
www.explorersedge.ca

Almost August...

Well, this one is arriving a little later than planned - but there is certainly no shortage of news to share.

As we head into fall, there is also no ignoring the broader economic environment in which tourism businesses are operating. Global trade uncertainty, tariffs and continued pressure on costs and household spending are creating another period where adaptability will matter.

Our tourism industry has faced difficult periods before. What continues to impress me is the resilience, creativity and determination of the people and businesses that make up our visitor economy.

At Explorers' Edge, our focus remains straightforward: understand what is changing, stay connected to the bigger conversations, look for practical opportunities and bring those opportunities back home.

You'll see that throughout this edition.

Our successful FlixBus pilot is moving to year-round service, opening up new possibilities not only for visitors, but for workers, students, employers and communities. We are reporting back on what we're learning through our Gravenhurst MAT partnership, starting a broader conversation about trails and trail tourism, and continuing to explore how visitor research, transportation and bookable experiences can help grow tourism beyond the traditional summer season.

This fall also brings important opportunities to listen, learn and participate in Indigenous-led Truth and Reconciliation initiatives, including the Wiigwaasi Jiimaanke birchbark canoe build in Huntsville and the Unite For Good Gathering in Parry Sound.

And because the work happening outside our destination matters too, we've added a new Tourism Industry Watch section to this newsletter. We'll use it to share some of the broader Ontario, Canadian and international conversations Explorers' Edge is participating in, and, most importantly, what they could mean for tourism businesses here.

You'll also find practical ideas for extending the visitor season, opportunities to participate in upcoming industry conversations, and a look ahead at some of the work already taking shape for fall, winter and 2027.

There are challenges ahead, and we won't minimize them. But there are also opportunities to work differently, build new partnerships and continue strengthening a more resilient, year-round visitor economy.

Explorers' Edge is here to help. If you have an idea, a challenge, a question or something you think we should know, please reach out to me or any member of our team.

Thank you, as always, for the work you do to welcome visitors and strengthen our communities.

James

Tourism Industry Watch

There is a lot happening beyond our own destination, and Explorers' Edge continues to stay connected to the conversations shaping tourism across Ontario, Canada and internationally.

Over the past several weeks, we have been working closely with fellow Regional Tourism Organization leaders, Destination Toronto, Ottawa Tourism, Visit Mississauga and the Tourism Industry Association of Ontario to discuss destination development, the evolving role of destination organizations, Municipal Accommodation Tax, industry advocacy and opportunities for greater collaboration across Ontario.

Those conversations also connect to the continued advancement of Forward Motion: A Strategic Playbook for Ontario's Tourism Industry 2025–2030, which is helping frame important discussions around competitiveness, workforce, investment, infrastructure and the long-term growth of Ontario's visitor economy.

Our learning is also extending beyond Ontario. Explorers' Edge has recently connected with regional tourism colleagues in Australia who are examining destination-management models internationally, while our expanding relationship with Flix continues to connect our rural destination directly with a global transportation company and its international network team.

Why does this matter locally? Because strong destinations do not operate in isolation. Sharing what is working, learning from others and building relationships outside our immediate geography can create new ideas, partnerships and opportunities that ultimately benefit tourism businesses and communities here at home.

FlixBus Service Expands to Year-Round Travel



A successful seasonal pilot is moving to the next stage. Explorers' Edge and FlixBus have expanded their relationship, with service connecting Toronto to Gravenhurst, Bracebridge, Huntsville, South River and North Bay now extending year-round.

Explorers' Edge has also entered into a corporate agreement with FlixBus, allowing us to begin connecting transportation directly with accommodations and bookable visitor experiences through our TICO-licensed travel service, The Great Canadian Wilderness.

It's an important step in making rural travel easier without a personal vehicle, while creating new opportunities to grow visitation beyond the traditional summer season.

Read the full announcement:
https://explorersedge.ca/news/explorers-edge-and-flixbus-expand-relationship/

More Than a Ride: FlixBus Q&A

Following a successful seasonal pilot, FlixBus service connecting Toronto, Gravenhurst, Bracebridge, Huntsville, South River and North Bay is going year-round - opening up opportunities that extend well beyond tourism.

Join Explorers' Edge for a virtual Q&A on September 28 at 1:00 p.m. to learn more about the service and explore what affordable, car-free transportation could mean for visitors, workers, students, employers and communities along the corridor.

Whether you work in tourism, economic development, education, workforce development or community services, we'd like you to be part of the conversation.

Learn more and register →
https://explorersedge.ca/events/more-than-a-ride-flixbus-qa/

Walking Forward Together

This fall, Explorers' Edge is grateful to play a small supporting role in two meaningful Indigenous and community-led initiatives connected to Canada's National Day for Truth and Reconciliation.



From September 28 to October 9, the Wiigwaasi Jiimaanke project will transform River Mill Park in Huntsville into a living classroom as Algonquin master canoe builder and Knowledge Keeper Chuck Commanda leads the creation of a traditional Anishinaabe birchbark canoe. The public is invited to witness the build, listen, learn and engage with the teachings surrounding this important cultural practice.

As one small contribution to helping make Indigenous culture and learning more accessible, Explorers' Edge is also offering a free Wiigwaasi Jiimaanke visitor experience, with just 15 spaces available. The experience gives participants an opportunity to spend more time learning about Indigenous history, storytelling and the cultural significance of the canoe build.

- Only 15 spaces are available for the free Wiigwaasi Jiimaanke experience. Click Here for More Information

On September 30, we will also stand alongside the Unite For Good Gathering in Parry Sound, featuring Anishinaabek knowledge sharing, oral storytelling, cultural teachings, song, dance and drumming. Proceeds will support Indigenous youth programming across West Parry Sound and Muskoka. We recognize that our role in this work is a small one. Our responsibility is to show up, listen, learn and use the tools available to us to help create greater access to Indigenous-led culture, stories and experiences.

- Click here for more information on the Unite for Good Gathering



Gravenhurst MAT Partnership: What We're Learning & What's Next

Earlier this summer, Gravenhurst tourism partners launched a coordinated project bringing together MAT investment, visitor research, marketing and the development of new bookable experiences.

Now it's time for a mid-project update.

Join Explorers' Edge on Wednesday, September 23 from 10:00 –11:30 a.m. at Sawdust City Brewing Co. to hear what we're learning about Gravenhurst visitors, early estimates of the community's visitor economy, campaign performance, experience sales and what the findings could mean for future tourism development.

We'll also be joined by Well Known for an update on the consumer campaign and discuss opportunities to build visitation beyond the traditional summer season.

This is a chance for local tourism businesses and community partners to see the emerging results, ask questions and help inform what comes next.

Registration is required.

Learn more and register →

Regional Trails Forum: Help Us Build the Picture



Explorers' Edge is bringing together partners from across the region for an open conversation about trails, tourism and their growing potential. Join us Tuesday, October 13 from 10:00–11:30 a.m. in Huntsville as we begin building a clearer picture of the trails and trail experiences that already exist, what is working, where there are gaps, and where greater collaboration may be possible.

Hiking, cycling, paddling, snowmobile, ATV, accessible and multi-use trails — we are keeping the definition broad and want to hear from anyone whose work, community or visitors intersect with trails.

Space may be limited, so advance registration is encouraged.

Click Here to Register

Summer is Ending. Travel Isn't.

Labour Day may signal the traditional end of summer, but it certainly does not mean the end of the travel season.

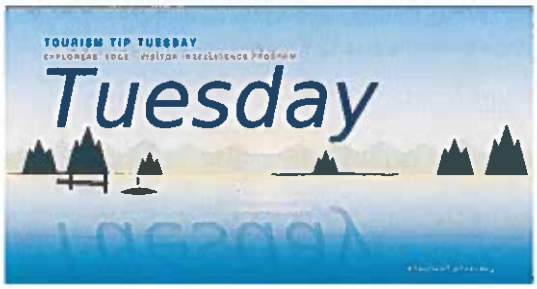
For our destination, fall brings an entirely different reason to visit — spectacular fall colours, hiking and cycling, paddling, cruising, culinary experiences, events, golf, scenic drives and quieter mid-week escapes. It is also an opportunity to

reconnect with visitors who were here this summer and give them a reason to come back.

For tourism businesses, now is a good time to make sure your **fall hours, availability, experiences and events are easy for visitors to find**. Update your website, Google Business Profile and social channels, let guests know what changes after Labour Day, and look for opportunities to recommend neighbouring businesses and experiences that can help visitors stay a little longer and explore a little more.

And don't forget to tell the people who already know you. Sometimes the best fall visitor is the summer visitor who simply needs another reason to return.

Our **Tourism Tip Tuesday** program shares practical, timely ideas like these directly with tourism businesses and front-line teams throughout participating communities.



Tourism Tip Tuesday: Practical Ideas for Your Business

Tourism Tip Tuesday delivers simple, timely ideas and local updates directly to tourism businesses and front-line teams - helping you improve the visitor experience, promote what's happening nearby and identify

opportunities to encourage longer stays and return visits.

Tips are tailored to participating communities and designed to be easy to put into action.

Want Tourism Tip Tuesday sent directly to you?

Learn more and sign up →



Help Shape the Future of Tourism

Explorers' Edge is welcoming expressions of interest for our Board of Directors from tourism leaders, entrepreneurs, business owners and community leaders who want to contribute their experience and perspective.

As our work continues to evolve, we're looking for people who can help guide new ideas, strengthen tourism businesses and support vibrant communities across the destination.

Interested in joining the conversation?

Learn more and express your interest →

Also On Our Radar ...

Ontario Tourism Collaboration

Explorers' Edge continues to work with tourism leaders from across Ontario on shared priorities for the visitor economy. Recent discussions have focused on destination development, the evolving tourism ecosystem, the role of Regional Tourism Organizations and how we can collectively make a stronger economic case for tourism with government and industry partners. We'll continue to keep our regional industry informed as this work develops.

Growing the Shoulder Seasons

A significant focus of our work this fall is understanding how we can better turn strong summer visitation into year-round economic activity. From trails and fall travel to transportation, visitor research and the development of bookable experiences, we are working with communities and businesses to identify where targeted investment and collaboration can help grow visitation during fall, winter and early spring.

Looking Ahead to the 2027 Regional Tourism Summit

Planning is already underway for the 2027 Explorers' Edge Regional Tourism Summit, taking place January 26 - 28, 2027 location TBD. The Summit will once again bring together tourism businesses, community partners and industry leaders to look at what is changing in tourism, what we are learning and where the next opportunities may be. More details, speakers and registration information will be shared this fall.

Questions or concerns? Please contact James Murphy, CEO at Explorers' Edge.

Email: james@explorersedge.ca

A New Interpretive Sign Celebrates Magnetawan's Artistic Heritage

The Municipality of Magnetawan is proud to unveil its new interpretive sign celebrating the legacy of renowned Group of Seven artist A.J. Casson and his connection to our community.

This project was initiated by **Erica Kellogg**, (former Secretary METC) who secured funding through **Explorer's Edge** to bring the project to life. The interpretive sign was researched, written, and beautifully designed by **Sarah Clugston**, whose creativity and dedication transformed an important piece of Magnetawan's history into an engaging story for residents and visitors alike. Throughout the project, Sarah worked closely with **Dr. Ian Weir**, who owns the original A.J. Casson painting featured on the sign. Dr. Weir graciously granted permission for the painting's likeness to be reproduced and shared invaluable historical information that was instrumental in developing the story presented on the interpretive sign.

The Municipality extends its sincere appreciation to the **Magnetawan Economic Tourism Committee (METC)** for championing this initiative and to **Explorer's Edge** for its funding support, which made this project possible.

We invite everyone to visit the new interpretive sign, located at **124 South Sparks Street**, to discover the story of A.J. Casson's lasting connection to Magnetawan.



Pictured Left to Right: Joan Lewis Member of the METC, Sarah Clugston Administrative Assistant Municipality of Magnetawan and Bill Bishop, Council representative for the METC.

METC Members not pictured: Rachel Sullivan (Chair), Angela Ramsay (Vice Chair), Rob Ross, Brenda Fraser, Dave Antle, Francine Yolkowskie

The Municipality of Magnetawan presents

DINNER AND A DRIVE-IN MOVIE EVENT

FRIDAY OCTOBER 2nd



Location: Gravel parking lot (overflow) beside the Magnetawan Community Centre



Double Feature:

Zootopia 2 &
Star Wars: The Mandalorian and Grogu



DOUBLE FEATURE STARTS AT DUSK (AROUND 7:20PM)

The Banger Truck will be available starting at NOON

ONLY 100 TICKETS WILL BE SOLD IN ADVANCE

Tickets are $10 per person. Tickets include admission to the double feature and $10 in "Magnetawan Bucks" to be spent at local participating businesses.

For more information and to purchase tickets please contact the Municipal Office at (705) 387-3947 or by email at recreation@magnetawan.com

Municipality of Magnetawan

Municipality of Magnetawan

DINNER AND A DRIVE IN MOVIE EVENT

FRIDAY OCTOBER 2nd

Thank you for participating in the Municipality of Magnetawan's Dinner and a Drive-in Movie Event!

We ask that you enter the overflow parking lot via the entrance on Biddy Street



Food Trucks will be available at an extra cost located in the Municipal parking lot.

Participating Food Trucks:

The Banger Truck will be available at the event with their regular menu plus grilled cheese for the kids.

The Magnetawan Firefighter's Association will be available at the event selling movie snacks and treats.

The double feature movies **Zootopia 2** and **Star Wars: The Mandalorian and Grogu** will start promptly at dusk approximately 7:20pm and will end approximately around 11:20pm.

You must present your **"Magnetawan Bucks"** for entry into the event. After the event we ask that you exit the overflow parking lot off the entrance located on Highway 520



Your **"Magnetawan Bucks"** can be redeemed at participating local Municipality of Magnetawan businesses from **October 5, 2026, to November 13, 2026**

Participating local businesses:



Magnetawan Bait and Tackle



Magnetawan Grill and Grocery

Magnetawan Home Hardware

The Country Store That Offers More
Trader Ted's

Trader Ted's



The Cornball Store Restaurant

SWISS COUNTRY HOUSE
RESTAURANT

Swiss County House

AHMIC LAKE
RESORT

Ahmic Lake Resort

Algonquin
FINE FOODS

Algonquin Fine Foods

124
Bistro

124 Bistro

Municipality of Magnetawan

ICYMI
In Case You Missed It!
Council Highlights
September 9, 2026



To read the complete minutes, agenda packages and by-laws please visit our website at www.magnetawan.com



GREAT NEWS! The Employment Lands located at the intersection of Highway 124 and Highway 520 received such interest Council approved the creation of an additional lot, supporting five new businesses for the Municipality. All new businessess to Magnetawan reflect light industrial development.

Council passed resolution 2026-236 approving a $500 donation to the Magnetawan Community Pantry. This donation will ensure the Trinity Church who along with volunteers, can continue to serve our community and the growing demand over food insecurity.

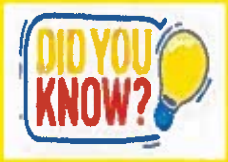




Council passed Resolution 2026-239 thanking the Magnetawan Phragmites Working Group, the dedicated volunteers who work on the "No Phrag in the Mag" project. Information on how to manage, mitigate and identify noxious weeds and invasive species will be added to the Municipal website to further public education.



Council has supported both the Dun-Ahmic Snowriders Snow Club and Magnetawan Ridge Runners Snowmobile Club who along with their volunteers work to maintain endless kms of snow mobile trails within the Municipality. Now we just need the weather to cooperate!



That the Municipality has a whole page on our website dedicated to Seniors' Resources! To check out the page and resources listed visit our Seniors' Resources Page under Discover Us on our website at www.magnetawan.com



The next open public meeting of Council is October 7, 2026, at 1:00 pm at the Magnetawan Community Centre.

Questions? Concerns? Ideas? Contact the Municipal Office at (705) 387-3947 or by email at info@magnetawan.com

Municipality of Magnetawan

RESOLUTION NO. 2026-256 **SEPTEMBER 9, 2026**

Moved by: _____

Seconded by: _____

WHEREAS the Council of the Municipality of Magnetawan passed Resolution #2026-32 wherein lands legally described as Part 1, 2, 6 and 7 of Plan 42R-22763 Municipally known as 4855 Highway 520 (Employment Lands) as surplus with a sale price of $5,000 per acre;

AND WHEREAS the Council of the Municipality of Magnetawan has advertised the Employment Lands for light industrial businesses since February 2026 receiving a total of five proposals for three, three acre parcels;

AND WHEREAS the Council of the Municipality of Magnetawan approved the sale of Part 1 and 2 of Plan 42R-22763 (approx. 3 acres) to Shaun Brear who is in partnership with one of the five applicants (Vito-Basecrete);

AND WHEREAS the Council of the Municipality of Magnetawan in the interest of community development and economic growth directed Staff to prepare a new survey that would create an additional lot to accommodate the proposals by creating three 2 acre lots;

AND WHEREAS the Council of the Municipality of Magnetawan approves the offers to purchase a two acre lot from 2599518 Ontario Inc (D & A Towing and Storage), 2676061 Ontario Inc (small manufacturing), and Ahmic Roofing Systems Ltd for lots legally described as Parts 1, 2 and 3 of draft plan prepared by EJ Williams dated August 31st, 2026;

NOW THEREFORE BE IT RESOLVED that the following by-law to authorize the Purchase and Sale Agreements is now read a first, second and a third time, passed, signed by the Mayor and the Clerk/CAO, sealed with the seal of the Corporation, and engrossed in the by-law book.

Carried ✓ Defeated_____ Deferred_____

Sam Dunnett, Mayor

Recorded Vote Called by: _____

Recorded Vote

Member of Council	Yea	Nay	Absent
Bishop, Bill			
Hetherington, John			
Hind, Jon			
Kneller, Brad			
Mayor: Dunnett, Sam			

Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 7, 2026
Report Title:	Year End Report Locks and Heritage Museum Centre.

Background: This report is to inform Council on how the Magnetawan Locks and Heritage Museum Centre operated over the course of the 2026 summer season.

Nine students were hired for the 2026 summer season – four for the locks ,four for the museum and one for the office. Seven of the students were return hires and two students were new hires. Two students are off to their first year of college/university and one student is off to their fourth year of university the majority of the students would like to return next season.

The Municipality of Magnetawan received one grant from the Province of Ontario under the Summer Experience Program Grant Funding. This program aims to provide funding for municipalities to create career-related summer employment opportunities for students. Through this program, the Municipality was able to fund one summer students to operate and maintain the Heritage Centre Museum.

The Locks and Museum Students participated in a training on June 5, 2026, led by myself. Rules, policies, and training on customer service, opening and closing of the Heritage Museum Centre, operating the locks, emptying garbage cans, cleaning of the washrooms, and cleaning of the docks, etc., was included in the training. All students received Staff uniforms (t-shirts and a 'hoodie').

All of the students participated in an archery training day on June 7, 2026. A National Archery in the Schools Program (NASP) instructor facilitated the training and eight students participated. This training ensured that our Free Archery Programing could continue to run successfully and safely for the summer season. Each Monday the Recreation Leader and multiple students would attend Archery and would ensure that consent forms were completed, set up and tear down were completed. This season there were 121 registrants that participated in the archery programming which was an increase of 4 participants in comparison to 2025. In 2027 Staff will be introducing a bullseye certificate program where each participant who gets a bullseye will receive a certificate!

This year Staff implemented our fourth year of Free Rollerskating Friday Nights from 6pm to 9pm. The Rollerskating programming was widely popular drawing many visitors from outside the Municipality. This season there were 232 participants that joined in the Rollerskating programming which was an increase of 34 participants in comparison to 2025.

This year students from both the Locks and Heritage Museum Centre assisted with the Canada Day Event (closing of the road, clean up, assisting vendors with set up etc.), the Leekfest , as well as Archery and Rollerskating which enabled programs to run as currently the Municipality does not have a large volunteer base and relies heavily on Staff. Students will also be helping with the

upcoming. the Dinner and a Drive-in Movie Event. The assistance of the students and the recreation leader helped in making Staff workload more manageable.

A summer student Staff photo was taken at the end of the season again this year and will be displayed in the Heritage Museum along with the last five years of pictures to help promote a sense of family and tradition as many former residents have worked for the Municipality in this capacity and they have fond memories of working at the Locks and Heritage Museum Centre.

At the end of the season, the students provided feedback during their reviews. None of the comments this year included items that would be included in the 2027 Budget for Council's consideration.

Magnetawan Locks:

$5 a day	2026	2025	2024	2023	2022	2021	2020	2019
Number of Boats	167	180	161	179	203	223	182	177
Gross Revenue	$835	$900	$805	$895	$1,015	$1,115	$910	$885

This year, 167 boats travelled through the Locks which is a decrease of 13 boats in comparison to the 2025 season. This once again could be a result of the increased cost of gas and cost of living.

There were four summer students that worked at the Locks this summer, manually opening, and closing the lock gates, providing boaters with a safe and enjoyable experience while travelling through the locks as well as ensuring that the washrooms and garbage's at the beach were attended to. The Locks students demonstrated great initiative this season and were diligent at ensuring their daily tasks were completed. During this season we experienced issues twice with the locks wheel on the Ahmic Side. This resulted in them being closed temporarily for a few hours while emergency repairs were completed on the first occasion. The second occasion was on the last day of the locks being opened and did not result in a closure. Staff are currently working with the MNRF to get them repaired for next season. Due to the quick thinking of the students on shift damage was minimized and no boats were stranded as Students when over and above driving boaters to their trailers. Many compliments were received from residents and travellers about our Locks students this season commending the Locks students for going over and beyond and once again including children in an interactive way and explaining how the locks work as well once again giving top notch fishing advice!

The fire pump system purchased in 2022 worked well again this year to help clean the dock on the Lake Cecebe side of the locks affectionally named the "Seagull Poop Dock".

The Magnetawan Lock System brochure developed at the end of the 2020 season, was made available again this season at the Locks Information Booth, Heritage Museum Centre as well as other various organizations and/or businesses within our Municipality and surrounding communities. Further we include this brochure in our Municipality's "Welcome Package".

Our Recreation Leader helped with Pickleball Tuesday evenings after finishing her shift at the Heritage Museum Centre. She would assist our Volunteer Dianne with the tearing down of the nets and equipment. Pickleball is very well attended and consistently receives approximately 25-40 participants during the daytime and 15-20 participants in the evenings.

Heritage Museum Centre: As of 2020, the fee to visit the Heritage Museum Centre is by donation. There were three books that were available for purchase: Nipissing Road book, Historical Site pamphlet and the Looking Back book.

	2026	2025	2024	2023	2022	2021	2020	2019 *breakdown estimated
Number of Visitors	1,826	1,618	1,001	2,010	2,006	1,089	409	232*
Gross Revenues	$811.25	$954.20	$750.25	$1,560	$1678	$965	$417	$871 (includes books)
Book Sales	$70	$73	$50	$73	$33	$30	$48	Unknown

Free Rentals/ Programming	2026	2025	2024	2023	2022
Bikes	34	30	20	28	35
Games	8	9	5	10	9
Rock Snake	374	392	271	481	184
Activity Book	9	10	15	20	25
Beach Toys	11	4	2	6	N/A

This year, 1,826 visitors attended the museum which is an increase of 208 visitors in comparison to the 2025 season. The farthest one coming from Cranbourne North, Victoria (Australia) and other visitors attending the museum came from, Te Anau, (New Zealand), Birmingham (Alabama), Yellowknife (NWT), White City (Saskatchewan) and Calgary (Alberta). The busiest day of the season was our Canada Day Celebrations June 27th with 93 visitors. This number does not include visitors who visited the Log Cabin, Public Murals, Geocaches, and Steam Engine but might not have necessarily gone up to visit the Heritage Museum Centre.

This season the Heritage Museum Centre was open at the same time as the locks (10 am to 6:30 pm). There were four summer students who worked at the Heritage Museum Centre (one which was the Recreation Leader) this summer, providing information to visitors about the history of Magnetawan and its surrounding areas. Visitors reported in the visitor guest book and in-person on the friendliness of the Staff and how helpful and knowledgeable they were as well as how interesting the history of Magnetawan is. Additionally, the METC Committee installed an additional visitor information brochure rack to the already existing one that was installed last year as well as signage to help highlight some of the businesses and attractions within the Municipality.

This summer the "Bear Chair" was again placed outside the entrance of the Museum to attract visitors. As well as our two additions of our Free Kids "Activity Book was made available to visitors and was very positively received.

Our Second Community Rock Snake project help Magneto "Reach the Beach" is underway, and our Community Rock Snake Activity station was in full force once again this season. This station was set up daily (weather permitting) and was monitored by the Heritage students. The students received many compliments regarding this, and this activity helped Magneto grow to over 461 rocks this Summer.

Our recreation equipment lending program was implemented again this year which consisted of lending out our recreational games (connect four games, ladder ball, and other lawn games). Residents and Visitors could sign games out free of charge and utilize them at the Centennial Park, Village Green, or any of the Municipalities green spaces.

Our bike share/lending program was also implemented again this year with the addition of four more youth bikes. The Students were diligent in obtaining consent forms from participants as well as sanitizing and cleaning the bikes and helmets after each use. Residents and Visitors could sign bikes out free of charge and utilize them to take in the beautiful views of our Municipality while being active. Staff will be including in the 2027 budget for Council consideration the maintenance costs (by a local bicycle repair shop) of all the bikes to ensure that they are well maintained for the 2027 season.

Again, this season the beach toy lending program was implemented. Four complete sets of beach toys were available to be signed out at the Heritage Museum Centre for any residents or visitors who wanted to use them for the day.

Staff implemented the Art in the Park Series again this season inviting local artists to showcase their art Saturdays from 10am to 1pm, which the Recreation Leader oversaw. The Recreation Leader would meet the artists, assist with setting up and tear down, as well as take pictures to promote the event on all municipal social media platforms. Signage was posted throughout the downtown core and at the village green.

Staff implemented Music in the Park Series again this season inviting local artists to showcase their music at the Centennial Park Gazebo from 7:00pm to 8:30pm on Saturday nights from the start of July to September long weekend which the Recreation Leader oversaw. The Recreation Leader would meet the artists, assist with setting up and tear down, as well as take pictures to promote the event on all municipal social media platforms. Signage was posted throughout the downtown core, Ahmic Harbour and at Centennial Park to promote this season's line-up. The majority of the Music in the Park consistently drew crowds of over 70-90 attendees, which is similar to the same attendance as the previous year with our closing weekend in 2026 once again drawing a record crowd of close to 300 attendees. Staff recommend keeping the Music in the Park to 10 Saturdays to run from the first weekend in July to the September long weekend with the addition of Wednesday July 1st Canada Day to start the concert series.

Staff implemented a weekly aquafit class in July and August this year which was very well attended. This programming consistently had participants of approximately 20 weekly which is an increase in comparison to the previous year. Staff will include in the 2027 budget monies in the amount of $800 for Aquafit Programming.

Staff implemented a weekly history campaign again this season. Each week the Heritage Museum Students picked an artifact and submitted a write-up, pictures and sometimes a short video clip that was posted on Municipal Social Media Platforms to promote our Heritage Museum Centre and the rich history it has to offer.

Staff assisted with three drumming circle events this season which were run by volunteer Sandra. Sandra supplied her drums and equipment for this programming. The drumming circles were very well received and had participants of over 20 attendees each circle. Our Heritage Museum Students helped by taking pictures of the programming for promotion on all Municipal social

platforms as well as setting up of the circle (chairs) and tearing down. Staff would like to offer this programming again next year if volunteers allow.

Staff implemented Geocache programming again this year. It should be noted that more people have probably located the geocaches than logged in as some geocachers do not log that they have found them in the app. 11 of the 22 geocaches also contain a trackable with a goal for geocachers to achieve. The Municipality has received many positive responses, and Staff will be placing more geocaches around the municipality in 2026 if suitable locations can be identified.

Geocache Stats:

Geocache Location	2026 Number of Logs	Trackable	Movement
Harry the Heritage Turtle located at the Heritage Museum Centre	14 logged in 2026 for a total of 141 logged with 10 favoriting this geocache.	Yes, with the goal to visit the ocean	Has moved 26,611.8 miles in 2026 This travel bug moved from New Yorl to Costa Rica to several locations ir Germany this year. and is currentl located in Bayern Germany and
Creepy Crawly located at the Lions' Pavilion	5 logged in 2026 for a total of 94 logged with 1 favoriting this geocache.	No	
Lake Cecebe	10 logged in 2026 for a total of 75 logged with 2 favoriting this geocache.	No	
Knoepfli Falls	1 logged in 2026 for a total of 39 logged with 4 favoriting this geocache.	Yes, with the goal to take it to another waterfall	Has moved 122 miles and is currentl near Orangeville.
Old Nipissing Road	0 logged in 2026 for a total of 14 logged.	Yes, with the goal to get to another historical site.	Currently is being relocated by a geocacher.
Ahmic Harbour Beach	4 logged in 2026 for a total of 49 logged with 1 favoriting this geocache	No	
Midlothian Road	0 logged in 2026 for a total of 21 logged.	Yes, with the goal to take it to another Province outside of Ontario.	Has moved 2,828 miles and i currently in Utah.
Friendship Centre	13 logged in 2026 for a total of 101 logged with 1 favoriting this geocache.	Yes, with the goal to give it a new home with a friend.	Has moved 191.5 miles and i currently near London.
Whalley Lake	2 logged in 2026 for a total of 28 logged.	Yes, with the goal to move to another town or city.	Currently is being relocated by a geocacher.
Maggie the Rock Snake	3 logged in 2026 for a total of 35 logged with 5 favoriting this geocache.	No	

Golf Course	0 logged in 2026 for a total of 13 logged.	No	
Rockwyn Landing	1 logged in 2026 for a total of 8 logged.	Yes, with the goal to move it to another lake in Canada.	Has moved 60,788.5 miles and all the way from New Brunswick, Quebec, Mexico, France, Azergaijan to John-Baptiste Monastery, Czechia in 2025 and moved to Croatia in 2026.
Orange Valley	0 logged in 2026 for a total of 4 logged with 1 favoriting this geocache.	Yes, with the goal to move it to another cemetery.	Has moved 283 miles and is currently in Algonquin Park
Ahmic Harbour Community Centre	1 logged in 2026 for a total of 11 logged.	No	
Croft Recreational Park	2 logged in 2026 for a total of 9 logged.	Yes, with the goal to move to it to another public park in northern Canada lets get it to the Northwest Territories!	Has moved 219 miles Currently is being relocated by a geocacher.
Ahmic Lake Hwy 124 Boat Ramp	4 logged in 2026 for a total of 29 logged with 2 favoriting this geocache.	No	
Sparks Street By Bridge/Boat Launch	3 logged in 2026 for a total of 33 logged with 1 favoriting this geocache.	No	
Pine Tree Road Public Water Access	0 logged in 2026 for a total of 7 logged with 1 favoriting this geocache.	Yes, with the goal to move it to public water access.	Has moved 76 miles and is currently in Elmvale
Fagan Falls	1 logged in 2026 for a total of 6 logged with 1 favoriting this geocache.	Yes, with the goal to move it to another waterfall.	Currently is being relocated by a geocacher
Croft Cemetery	4 logged in 2026 for a total of 14 logged.	No	
Croft Landfill	3 logged in 2026 for a total of 7 logged with 1 favoriting this geocache.	No	
Chapman Landfill	3 logged in 2026 for a total of 11 logged.	No	
TOTALS	**749 LOGGED WITH A TOTAL OF 31 FAVOURITE POINTS**		**91,119.8 MILES IN TOTAL**

Future Projects: Staff continues to investigate festivals (food truck, carnival, inflatable waterpark, etc.,) and events and incorporating the Heritage Museum Centre in yearly reoccurring events (Canada Day, Magnetawan Agricultural Fair, Magnetawan Leekfest etc.) as well as other recreational programming.

Staff are currently working on the first stage of the Croft Recreational Revitalization Project which includes upgrades to the Baseball field and the installation of a skateboard/pump park. Staff will be working on the second stage of the project which includes the installation of an accessible playground to be completed by the Spring of 2027. Staff are currently sourcing additional grants to help offset the cost of further upgrades including accessible walking trails and pickleball courts.

Staff would like to build on the Art in the Park series to host more artists and attract larger crowds for the 2027 season. Staff will look into organizing Art in the Park every Saturday again for the 2027 season. As in previous year Staff will continue to actively sourcing grant funding for the creation of an Artisan Village (similar to the shops on the boardwalk in Gravenhurst and Parry Sound) at the Village Green which would complement this green space and elevate the profile of the Municipality as a public art/Artisan destination drawing residents and visitors to our Municipality. Due to the success of the 2026 Art Show Staff are currently working with the local Art Club to host an Art Show in Summer/Fall of 2027.

Staff are hoping to build upon the five new Public Art Installations that have been installed over the past four years. Staff will be actively sourcing grant funding for this project as currently all the grant funding that was previously secured has concluded.

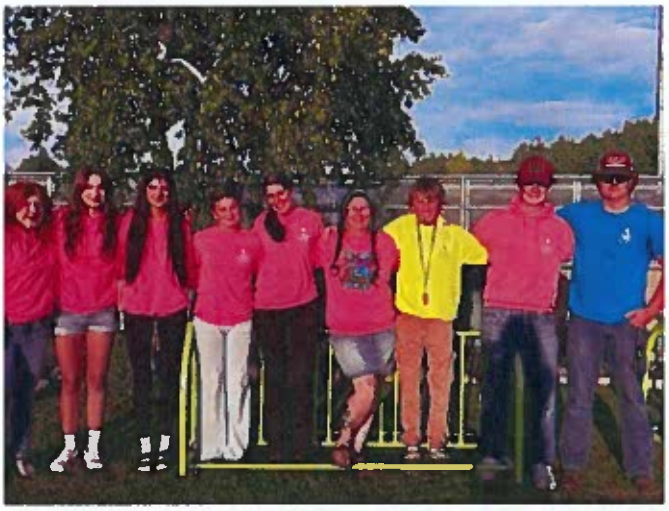
Staff will be including in the 2027 budget monies for insurance costs, supplies for the year end event as well as new equipment if needed (baseballs & bats) in the amount of up to $700 to be paid to the newly formed Baseball League.

Financial Implications: Staff will also be actively sourcing any other applicable grants and funding streams to maximize the Municipality's profile to ensure that we deliver free recreational programming to our residents and visitors.

Conclusion: Although there was a decline in visitors through the locks (this could be partially due to the increased cost of gas, cost of living or that we are going back to 2020/2019 levels) there was an increase this year in participants with some of the programming as well as a substantial increase of visitors through the museum. The Magnetawan Locks and Heritage Museum Centre continues to be a main focal point for residents and visitors within our Municipality. By building upon these attractions and providing fun and new recreational events, we can improve the Municipality's public spaces and attract more residents and visitors to our area to make our Municipality a better place to work, live, stay and play!

Respectfully Submitted

Laura Brandt
Deputy Clerk Recreation and Communications







Artisan Village/Shops on the Boardwalk
Gravenhurst



Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 7, 2026
Report Title:	Skate/Walk Trail Splash Pad Project

Recommendation: That Council receives and approves this report for information only.

Background: At the December 11, 2024, meeting Council passed motion 2024-372 receiving the report Skate/Walk Trail Splash Pad Project from Deputy Clerk Laura Brandt for information only and to continue to actively source for funding. Staff applied to the Community Sport and Recreation Infrastructure Fund New Build Stream but were unsuccessful in their application.

Evaluation: Staff have been actively sourcing grants over the past six years and have not yet been successful for the proposed Skate/Walk Trail Splash Pad Project. In 2024, the Province announced new funding under the Community Sport and Recreation Infrastructure Fund and the Ontario Government is investing up to $200 million over three years. Staff applied under new builds/signature new builds which supports projects that support major new infrastructure projects that address a demonstrated community need, transform infrastructure, build unique facilities, attract investment and economic growth, an enable the hosting of large sporting events with funding up to $10,000,000.

The project would create a centrally located recreational space that could support physical activity, social interaction and community programming while providing opportunities for residents of different ages and abilities to participate.

The proposed skating/walking trail would provide a dedicated space for outdoor skating during the winter months and could transition to a walking and recreational trail during the remainder of the year. This would provide residents with a safer and more accessible alternative to recreational skating on area lakes and ponds while creating a dedicated location for winter recreation and community activities. During the warmer months, the trail would provide a suitable space for walking, fitness activities, youth programming and other forms of active recreation.

The proposed splash pad would provide a free and accessible outdoor recreation opportunity for children and families during the summer months. Unlike recreational activities that may require specialized equipment, registration fees or travel outside the Municipality, a splash pad would provide an opportunity for spontaneous and affordable recreation that could be enjoyed by families throughout the summer.

Together, the skating/walking trail and splash pad would create a multi-season community gathering space capable of supporting both organized and informal recreation. The facility could accommodate community events, skating activities, walking groups, children's programming, summer activities and youth-focused programs. There would also be opportunities for local schools and community organizations to incorporate the facility into physical activity, programming and special events.

The project would provide benefits beyond youth recreation. Seniors and older adults would have access to a dedicated location for walking and social interaction, while accessible design would provide greater opportunities for individuals with disabilities and mobility challenges to participate in community recreation. Having several activities available within the same location would also encourage intergenerational use, allowing children, parents, grandparents and caregivers to enjoy the facility together.

Providing the amenities free of charge would also help reduce financial barriers to recreation. Residents who may not have the ability to participate in fee-based programs or travel to recreational facilities in neighbouring communities would have access to additional opportunities for physical activity within their own community.

The facility could also contribute to the Municipality's ability to attract families and visitors. Additional recreational amenities provide another reason for residents and visitors to spend time within the community and have the potential to complement existing municipal parks, events and recreational programming, with associated benefits for local businesses and the broader community.

Staff's submission included the installation of a skate/walk splash pad as well as washrooms and a storage shed to be located on the underdeveloped lands behind the Municipal Office/Community Centre. These facilities could be expanded upon in future years for instance a festival of lights could be installed down the roadway to the new facility.

In March of 2026 it was announced that the funding would continue and that the fund would increase from $200 million to $500 million and a second intake for both streams would occur in 2026. Staff have applied under new builds/signature new builds which supports projects that support major new infrastructure projects that address a demonstrated community need, transform infrastructure, build unique facilities, attract investment and economic growth, an enable the hosting of large sporting events with funding up to $10,000,000.

Staff's submission included the installation of a skate/walk splash pad as well as washrooms and a storage shed to be located on the underdeveloped lands behind the Municipal Office/Community Centre. These facilities could be expanded upon in future years for instance a festival of lights could be installed down the roadway to the new facility.

Financial Implications:
Staff have applied to the Community Sport and Recreation Infrastructure Fund and are currently waiting on the outcome of their submission. Staff will be actively sourcing any grant funding that would be applicable to this project as the Community Sport and Recreation Infrastructure Fund allows for Stack Funding with certain funding streams. If we are successful in our grant submission then Council could proceed with the approval of the project and monies would have to be included in the 2027 Budget.

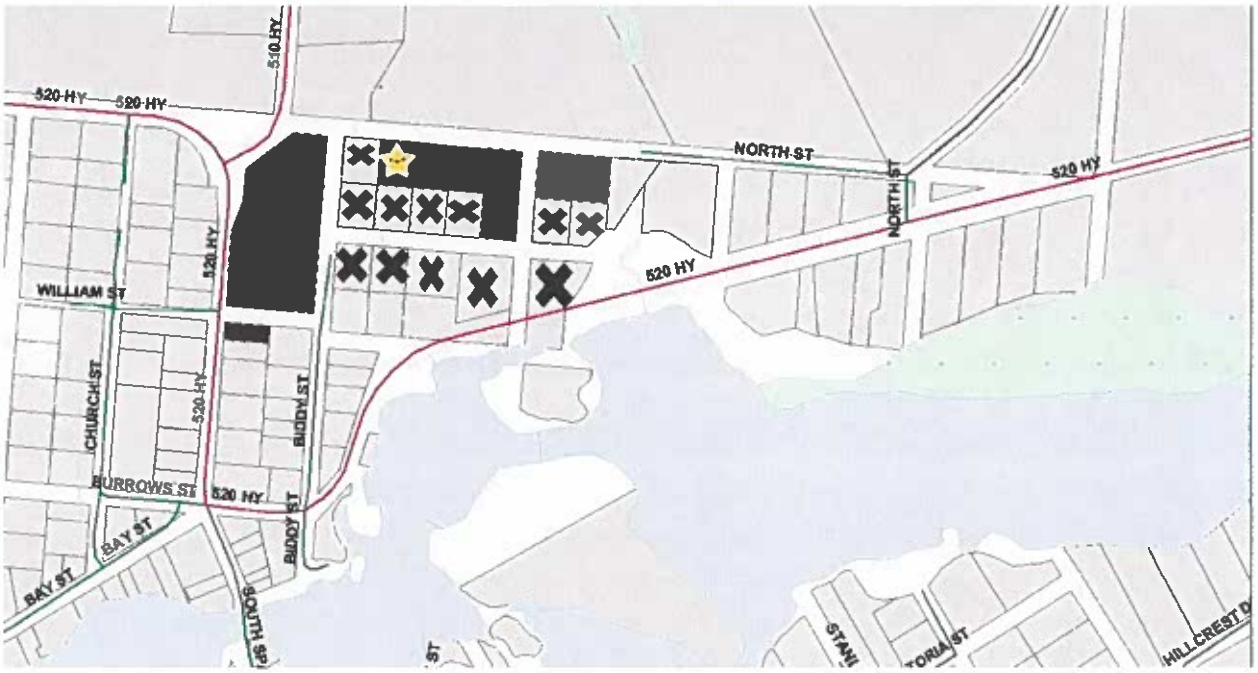
Respectfully Submitted,

Laura Brandt
Deputy Clerk

Skating/Walking Trail Splash Pad Concept



Mapping Undeveloped Lands Behind Municipal Office/Community Centre



Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 7, 2026
Report Title:	3rd Quarter Report Recreation and Communications

Recommendation: THAT Council receives this report as presented for information only.

Background: This is an update from July to September 2026 on the activities that have taken place in Recreation and Communication during the second quarter of the year.

Activities:

Human Resources

Staff has completed the year end review process for the summer students to help them gain experience in the review process (Locks and Heritage Museum Centre). Staff completed the hiring process for the Office Assistant - Recreation and Records Management position.

Clerks Office

Staff have conducted two meetings of Council in this quarter including the preparation of agenda, agenda packages and minutes. Two By-laws were updated this quarter. Review of By-laws, Policies and Procedures are on going and updating accordingly to ensure that procedures are streamlined to improve delivery of services. Staff assisted with the preparation of 1 RFP during this quarter as well as collected 3 lottery licensing reports and have issued 1 new license. Staff have organized and attended as Secretary two Magnetawan Community Centre Board meetings and one Magnetawan Economic Tourism Committee meeting this quarter. Staff submitted 2 Reports to Council during this quarter. Staff have also issued one marriage license this quarter with another marriage license anticipated to be issued in the next quarter. Staff have also been attending webinars and information working sessions to ensure that the municipality is complaint with the new MFIPPA legislation that is effective January 1, 2027.

Grant Funding Applications and Reporting

Staff have facilitated one meeting regarding upcoming grants and/or existing applications.

	First Quarter	Second Quarter	Third Quarter
Total Number of Applications	43	44	49
Annual Allocations (Ontario Municipal Partnership Fund, Canada Community Build Fund, Ontario Community Infrastructure Fund, NORDS)	3	3	4
Awaiting outcome	17	10	3
Unsuccessful Applications	10	15	23
Successful Applications	13 (1 Stage 2)	19 (1 stage 2)	19
Submitted Grant Reports (Final and Progress)	4	2	9

2026	Cost of Project	Amount Anticipated	Municipality Portion
Total Funding Applied For	8,614,349	6,326,971	2,349,207
Approved Funding	4,299,471	2,168,127	2,136,744
Annual Allocation	2,091,960	2,091,960	0

Health and Safety

Conducting monthly health and safety inspections as per the legislation and working with department heads and health and safety representatives to mitigate any concerns that arise. Staff have also made arrangements to install a new AED at the Croft Recreational Park when the revitalization project is completed.

IT

Staff are currently working with the IT provider to transition 6 computers as well as acquiring quotes for the 2027 Budget. Staff have completed the transition to the cloud based control system for the digital sign and it is working well.

Communications

Municipal Events and Recreational Programming were posted to the online event calendar for the North Bay Nipissing News, hard copy posters to Municipal displays, Municipal Digital Signs is ongoing. Posted messaging on our Municipal Website which included updates to our messaging on our Landfill, Planning, Applications, By-law, Recreation pages. Created Summer Newsletter that was distributed on all Municipal Social Media platforms as well as mailed out to all residents with their August Tax Bill. Staff also posted one paid boosted post on Facebook for our Drive-In Movie Event. Staff also worked with provincial level Staff for the MDRA Media Announcement held on August 20th. Staff further worked with a local sign company to design an events billboard to be located on Hwy 124 to be seen when you are coming from Hwy 400 between Ahmic Harbour and Magnetawan.

	First Quarter	Second Quarter	Third Quarter
Electronic Mailer	55	123	55
Number of Mailer Subscribers	776	926	940
Website Views	35,000	46,000	57,826
Website Users	14,000	14,000	18,000
Facebook Posts	93	144	139
Facebook Followers	2368	2,604	2,753
Instagram Posts	147,934	144	138
Instagram Followers	188,000	381	401
Facebook Posting Reach	91	431,099	108,234
Facebook Page Visits	353	11,202	426,119

Recreation

We currently have exercise classes running four times a week (Mondays and Thursdays). Weekly Pickleball on Tuesdays and Nordic Walking twice a week (Mondays and Fridays). Weekly Tai Chi classes 3 times a month (Wednesdays). Organized the Annual Dinner and Drive-In Event held on October 2nd and Staff anticipate that the event will be close to a sell out. Organized the first Dinner and Learn Dinner Event on November 4th as well as the second Dinner and Learn Event on December 16th. Staff will be launching the first Dinner and Learn and anticipate that the event will be fully booked with a wait list. Staff have ensured that the close down for the Heritage Museum and Locks for the season was successfully completed and the Parks Staff are currently installing new flooring installed in the front entrance. Staff have been working with the Burks Falls Art Club and they will be hosting another Art Show in Magnetawan in July of 2027due to the success of the 2026 show with over 600 people attending on the Saturday. Staff also worked with the DSAAB to bring monthly service clinics for October. Staff has been working with a local farm

to implement workshops to be held at the Ahmic Harbour Community Centre and the first two workshops were launched in the four workshop series. Residents of Magnetawan are able to sign up at a lower cost. Staff have also been actively working with two residents to have Tennis programming next Summer. Staff have ensured that the Music Licensing Reporting has been completed for this quarter as well as Staff advocated for the Agricultural Society to ensure that they received their parade permit from the MTO. Maggie the Community Rock Snake reached the beach last year and we have started a new rock snake Magneto who is off to a wonderful start. Staff have also been overseeing the Croft Recreational Park Revitalization Project with a completion date of December 31, 2026.

Upcoming

Currently have twelve funding streams that are open to submit grant proposals to with one more to open in October and Staff are actively sourcing and researching funding possibilities to help offset costs and fund new projects to benefit the Municipality. Staff will be conducting a Magnetawan Community Centre Board Meeting at the end of October which includes preparing the agenda and minutes as well as Staff anticipates conducting at least one Magnetawan Economic Tourism Committee meeting the next quarter. Staff have also started to organize the New Years Eve Gala to be held on December 31st as well as the 2027 Leekfest. Staff have also started actively planning for our Annual Tree Lighting, and Family Day Event. Staff have also actively been looking for rock carving artists to get a quote for a public art project at the cenotaph. Staff will also be overseeing the second phase of the Croft Revitalization Project which includes the installation of an accessible playground.

Respectfully Submitted

Laura Brandt
Deputy Clerk Recreation and Communications

Municipality of Magnetawan	REPORT TO COUNCIL
To:	Mayor and Council
From:	Deputy Clerk Laura Brandt
Date of Meeting:	October 07, 2026
Report Title:	Revitalization of Croft Recreational Park

Recommendation: That Council receives and approves this report for information only.

Background: At the December 11, 2024, meeting Council passed motion 2024-373 receiving the report Revitalization of Croft Recreational Park from Deputy Clerk Laura Brandt for information only and to continue to actively source for funding. Staff had been actively applying for grants for upgrades for six years with only one submission being successful, for the installation of accessible benches and picnic table. Staff applied to the Community Sport and Recreation Infrastructure Fund Rehab stream and were successful in their application in the amount of $500,000 for the revitalization of the baseball diamond and installation of a skate pump park. To note a stipulation of the grant was that the project had to be unique to our community and have a "wow" factor. Staff are currently working with 39/7 on the first stage of the revitalization project which has broken ground as well as the second stage for the installation of the accessible playground equipment.

Evaluation: Several residents have come forward to express the need for walking trails and pickleball courts at the Croft Recreational Park. Additionally, the original grant application included lighting but due to financial constraints and grant timelines the installation of lighting was unable to be achieved.

This project would build upon the Municipality's recent revitalization of Croft Recreational Park, as the current improvements will transform the park and expand recreational opportunities available to our residents and visitors. The proposed addition of walking trails, pickleball courts and lighting would continue this momentum and further develop the park into a comprehensive, multi-generational recreational destination.

The addition of accessible walking trails would connect and complement the amenities that have just been constructed, providing residents and visitors with another way to enjoy the park while encouraging walking, exercise and active living. The trails would offer a lower-impact recreational opportunity particularly suited to seniors, families and individuals who may not participate in organized sports, while providing an accessible way to move throughout and experience the park.

The development of pickleball courts would further expand the range of activities available at Croft Recreational Park. While the new accessible playground provides opportunities for children and families, the skate/pump park appeals strongly to youth, and the revitalized baseball diamond supports team sports, pickleball would add an increasingly popular recreational activity that can be enjoyed by adults, seniors and younger participants alike. The courts could accommodate casual play, organized groups, lessons, tournaments and intergenerational programming.

The addition of lighting would enhance the Municipality's investment by improving the safety and usability of both the new and existing recreational amenities. Lighting around the accessible playground, skateboard pump park, baseball diamond, pickleball courts and along key portions of the walking trails would extend opportunities for use into the evening and during the spring and fall when daylight hours are shorter. It would also support organized programming, tournaments and community events.

Together, the accessible playground, skate/pump park and revitalized baseball diamond, combined with the proposed walking trails, pickleball courts and lighting, would provide recreational opportunities for virtually every age group. Rather than developing an entirely new recreational site, this project would build upon the infrastructure and investment already made at Croft Recreational Park, maximizing the value of the Municipality's recent improvements and creating a more connected and complete recreational space.

The continued enhancement of Croft Recreational Park would encourage residents to be active, provide opportunities for social interaction and community programming, attract families and visitors, and support the Municipality's goal of providing inclusive and accessible recreational opportunities. By continuing to invest in one central recreational hub, the Municipality can create a vibrant destination that supports health, accessibility, inclusivity, community connection and quality of life for years to come.

In March of 2026 it was announced that the funding would continue and that the fund would increase from $200 million to $500 million and a second intake for both streams would occur in 2026. Staff have applied under the repair and rehabilitation stream which supports projects that extend facility lifespan, maximize use, and improve the health, safety, accessibility and environment standards of existing facilities with funding between $150,000 to $1,000,000. Staff's submission included the installation of accessible walking trails, pickleball courts and lighting.

Financial Implications:

Project Component	Amount
Accessible Walking Trail (approx. 300-400m)	$250,000
Two New Outdoor Pickleball Courts	$225,000
Fencing, Nets, Posts and Court Accessories	$50,000
12 Commercial Solar LED Lights, Poles & Installation	$240,000
Design, Site Preparation, Contingency	$100,000
Estimated Total	$865,000
Funding Stream	**Amount**
Community Sport and Recreation Infrastructure Fund	$432,500
Municipality of Magnetawan	$432,500
Total	$865,000

Staff have applied to the Community Sport and Recreation Infrastructure Fund and are currently waiting on the outcome of their submission. Staff will be actively sourcing any grant funding that would be applicable to this project as the Community Sport and Recreation Infrastructure Fund allows for Stack Funding with certain funding streams. If we are successful in our grant submission then Council could proceed with the approval of the project and monies would have to be included in the 2027 Budget.

Respectfully Submitted,

Laura Brandt
Deputy Clerk


ANNUAL EVENTS
MUNICIPALITY OF MAGNETAWAN
FEBRUARY
MAY
JULY
OCTOBER
DECEMBER
FAMILY DAY
ANNUAL LEEKFEST
LEEK ON!
MOVIE
GALA
DON'T MISS IMPORTANT UPDATES & EVENT LINE UPS!
VISIT MAGNETAWAN.COM
SignCraft
ROUTE


ANNUAL EVENTS
MUNICIPALITY OF MAGNETAWAN
FEBRUARY
FAMILY DAY
MAY
ANNUAL LEEKFEST
LEEK ON!
JULY
Canada Day
OCTOBER
DRIVE-IN MOVIE
Movie Night!
DECEMBER
CHRISTMAS TREE LIGHTING
New Year's Eve GALA
DON'T MISS IMPORTANT UPDATES & EVENT LINE UPS!
VISIT MAGNETAWAN.COM


ANNUAL EVENTS
MUNICIPALITY OF MAGNETAWAN
FEBRUARY
MAY
JULY
OCTOBER
DECEMBER
MOVIE
GALA
DON'T MISS IMPORTANT UPDATES & EVENT LINE UPS!
VISIT MAGNETAWAN.COM
ROUTE

On desk Oct 21/26

at home!

10:37 5G

Local businesses: Want to be featured?

We're inviting retail businesses in the Almaguin region to pre-register! Participating businesses will contribute a $20 gift card toward our grand prize: an Almaguin Shopping Spree!
We'll promote the guide through social media, our website, radio advertising, and QR-code posters.

Email director@explorealmaguin.ca by October 28 to sign up!

Let's support local and make this holiday season count!
#ExploreAlmaguin #ShopLocal
#HolidayGiftGuide See less



2

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CHEZ CHA facebook.com
18m ·

on desk Oct 21/26

Laura Brandt

From: Explorers' Edge <info@explorersedge.ca>
Sent: October 16, 2026 1:09 PM
To: Laura Brandt
Subject: Celebrating Our Industry & Looking Ahead to 2027

October 2026 Update

EXPLORERS' EDGE
3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound & South Algonquin
www.explorersedge.ca

Ontario

As we move through another busy fall across the region, I continue to be struck by how much is happening, and, more importantly, by the people and communities behind that work.

This month's update reflects many of the priorities that are shaping where Explorers' Edge is headed. We're celebrating six regional finalists for the Ontario Tourism Awards of Excellence, welcoming new voices to our Board, continuing to build meaningful relationships with Indigenous communities, gathering feedback directly from tourism businesses, and looking ahead to new opportunities around winter tourism, transportation, destination development and visitor experiences.

There is a common thread through all of it: being present, listening and working together.

Over the coming weeks, our team will be out in communities across the region asking businesses and partners what they are seeing, what they need and where they believe the opportunities are. That feedback will directly inform our

Board's strategic planning session on November 5 as we begin shaping the work ahead.

And there is even more happening behind the scenes that we'll be sharing in the weeks ahead. Our content marketing continues to generate strong interest in the region, our travel agency is building on the success of this year's package sales, and conversations are advancing around further transportation expansion with FlixBus. We are also strengthening our connections with post-secondary institutions, including a recent visit and continued work with Toronto Metropolitan University, while building broader relationships that can support workforce development, learning and new visitor opportunities.

Our recent engagement with the federal government, including the opportunity to participate in a tourism and small business roundtable with the federal Minister responsible for tourism, is another important part of making sure the realities and opportunities of rural tourism are part of the wider conversation. There is much more to come on all of these fronts.

As we look toward 2027, I hope you'll also save January 15 for our Winter Tourism Summit at the JW Marriott The Rosseau Muskoka Resort & Spa. We're creating a day to bring the industry together, not only to discuss the opportunities and challenges ahead, but to celebrate the people, businesses, communities and partnerships that make tourism in this region possible.

There is a lot to be proud of in this region, and a lot more we can accomplish together. I hope you'll take a few minutes to explore this update, celebrate the people doing remarkable work, and, most importantly, add your voice to the conversation.

James Murphy
CEO, Explorers' Edge

Six Finalists. One Remarkable Tourism Region.

We have some exciting news to share.

Six of the eight people, organizations, experiences and partnerships nominated by Explorers' Edge have been named finalists for the 2026 Ontario Tourism Awards of Excellence, presented by the Tourism Industry Association of Ontario.

That is an extraordinary reflection of the work happening across this region. The six finalists are:

- Nokomis in Residence – Georgian Bay Islands National Park
- Witches Walk – Downtown Parry Sound
- Bala Bay Inn - Kieren Day
- Brooklands Farm
- Rebecca Francis
- Lakehead University & Parks Canada Tourism SHSM Program

These stories are very different from one another, and that is exactly what makes this recognition so meaningful. Together they speak to Indigenous cultural leadership, vibrant downtowns, inclusion and belonging, agritourism, environmental stewardship, workforce development and the strength of collaboration across rural Ontario.

When we put forward eight nominations, our goal was to make sure remarkable work happening within our communities was seen, celebrated and shared with the broader Ontario tourism industry.

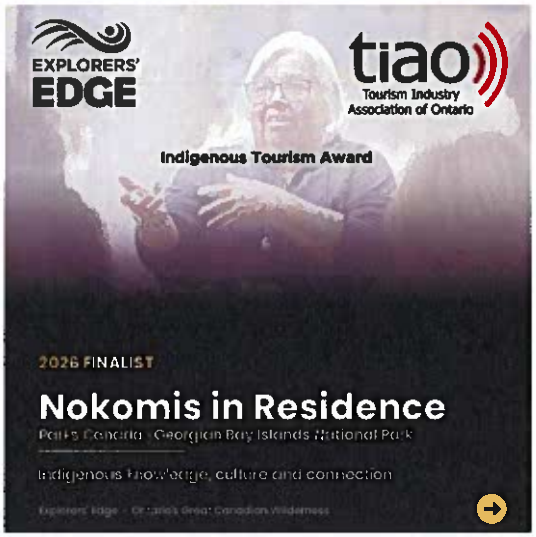
Having six of those eight nominations move forward as provincial finalists reinforces something we already know: there are exceptional people doing exceptional work throughout this region.

We are incredibly proud to help tell their stories.

The finalists and award recipients will be celebrated at the Ontario Tourism Awards of Excellence Gala on October 22 in Ottawa, during the Ontario Tourism Summit.

Meet the nominees, watch their stories and learn more about the work behind the nominations: [Eight Stories. One Remarkable Tourism Region.]

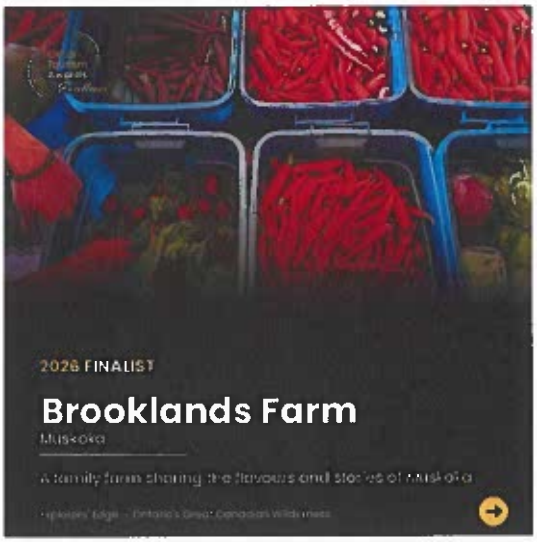
And follow Explorers' Edge on LinkedIn as we celebrate each of our six finalists leading up to the awards.













Your Business. Your Community. Your Voice.



Tourism is changing, and we want local businesses at the table. The way visitors travel, book, spend, move through our communities and choose destinations continues to evolve, and those changes directly affect businesses across the region.

Join Explorers' Edge at one of our upcoming Community Sessions in Gravenhurst, Parry Sound, Huntsville and Burk's Falls to hear what we're learning about visitors, destination development and the opportunities ahead and, more importantly, to tell us what you're seeing on the ground.

Find a session near you → Click Here

These sessions are an opportunity to understand where new opportunities may be emerging and to make sure the experiences of local operators and business owners help shape what comes next. We want to hear what is working, where

the gaps are, what challenges you're facing, and what Explorers' Edge should be paying attention to as we plan for the year ahead.

We'll share updates on visitor research and geolocation data, our Visitor Exit Survey, the Gravenhurst MAT partnership pilot, our 2SLGBTQIA+ destination audit, and our work being present and building relationships with Indigenous communities.

Your feedback will also help inform the Explorers' Edge Board's full-day strategic planning session on November 5.

If tourism matters to your business, be part of the conversation.

Find a session near you → Click Here

Walking Forward Together

This fall, two important experiences brought people together across our region around truth, reconciliation, culture, learning and community.

In Huntsville, the **Wiigwaasi Jiimaanke birchbark canoe build** created a living classroom in River Mill Park, led by Algonquin master canoe builder and Knowledge Keeper Chuck Commanda. Over the course of the build, community members had the opportunity to witness traditional knowledge, language, ceremony and teachings being shared as the canoe took shape by hand.





The Wiigwaasi Jiimaanke birchbark canoe build in River Mill Park, Huntsville.



In Parry Sound, Rotary Revival's **Unite For Good Gathering** brought Indigenous and non-Indigenous community members together through Anishinaabek Knowledge Sharing, oral storytelling, cultural teachings, song, dance and drumming, creating another important space to listen, learn and strengthen relationships.





For Explorers' Edge, these experiences are part of something much bigger than a single event. They reflect an ongoing commitment to **listen, learn, be present and build meaningful relationships with Indigenous communities across our region.**

Read the full story: Walking Forward Together – Truth and Reconciliation in Action.

Welcoming New Voices to the Board

Explorers' Edge is pleased to welcome Oliver Martin and Dawn Tabobondung to our Board of Directors following their election at our September 29 Annual General Meeting.

Oliver brings a national and international perspective on destination development, visitor behaviour, seasonality and market development, while Dawn brings experience in education, community economic development, tourism and strong regional relationships.

Their appointments strengthen the range of voices and experience around our Board table as Explorers' Edge continues to expand its work in destination

development, transportation, tourism packaging, community partnerships and new domestic and international markets.

We believe that if you are at the table, you should have both a voice and a vote in helping shape our destination and the communities within it.

Read the full announcement →





Hold the Date: Winter Tourism Summit

Something new is coming this winter.

Explorers' Edge is leading a one-day Winter Tourism Summit on January 15, 2027, at the JW Marriott The Rosseau Muskoka Resort & Spa, bringing tourism operators, community partners and industry leaders together to look ahead at the opportunities shaping our regional visitor economy.



With the support and participation of Muskoka Tourism, along with other regional, provincial and industry partners, the summit will create space for big-picture thinking, practical conversation and new connections.

The day will touch on opportunities around winter and shoulder-season growth, visitor transportation and access, workforce and talent, destination development, partnership, packaging and attracting new visitors to the region.

We are still shaping the program, with more details to come.

For now, hold the date, January 15, 2027.

If tourism matters to your business, organization or community, this is a conversation you'll want to be part of.

More details and registration information coming soon.

Help Us Understand How the Season Went



Explorers' Edge is asking tourism businesses across the region to complete our Fall 2026 Business Confidence Survey.

Your feedback helps us understand how the season performed on the ground, including bookings, visitor spending, staffing, operating pressures and overall confidence heading into winter and 2027. That insight helps inform our planning, partnerships, advocacy and destination development work.

And there's another reason to participate.

Red Deer Log Cabins was selected from our Spring 2026 survey participants and received a professional content photography experience to help strengthen their marketing.

For the Fall survey, one participating business will again be selected to receive a $1,500 Explorers' Edge Business Awareness Package, tailored to help increase visibility through opportunities such as photography, content creation, video or promotion.

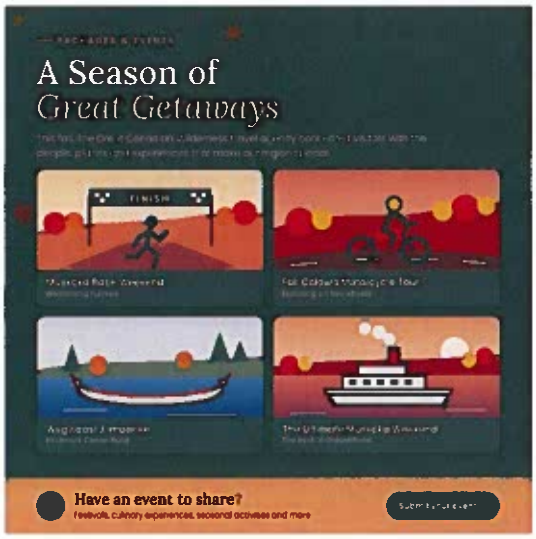
The survey takes only a few minutes to complete, and your input helps us build a stronger picture of tourism across the region.

Complete the Fall 2026 Business Confidence Survey

Connecting Visitors & Communities

It's been a busy fall for The Great Canadian Wilderness travel agency, with packages and experiences continuing to connect visitors directly with local businesses, communities and stories across the region.

From welcoming runners for Muskoka race weekend and sending riders out on our Fall Colours Motorcycle Tour, to supporting the Wiigwaasi Jiimaanke Birchbark Canoe Build and showcasing Gravenhurst through The Ultimate Muskoka Weekend, each experience is helping us learn more about what motivates visitors to travel, stay longer and explore more of the region.



This work is about more than selling packages. It's about developing meaningful visitor experiences, supporting local operators and creating new ways to disperse tourism activity geographically and seasonally throughout the Great Canadian Wilderness.

Have an Event to Share?

We're also making it easier for businesses, organizations and communities to tell us what's happening across the region.

From festivals and community celebrations to culinary experiences, live entertainment and seasonal activities, upcoming events can now be submitted directly to The Great Canadian Wilderness for consideration and promotion to visitors.

Submit your event:
https://thegreatcanadianwilderness.com/submit-event/

The more we know about what's happening across the region, the better we can help visitors discover another reason to stay, explore and experience more.

Questions or concerns? Please contact James Murphy, CEO at Explorers' Edge.

Email: james@explorersedge.ca

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Our mailing address is:
3-1 Taylor Rd, Bracebridge, ON P1L 1S6

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Ondeck October 21/26

ALGONQUIN
FINE FOODS
Groceries • Gifts • Local

THE BEAR'S CAFE
Good Food • Great Company

Meet & Greet

Saturday, November 14

11 a.m. – 3 p.m.

Come on in and get to know us!

Discover what your local shops have to offer.
Browse our selection, enjoy complimentary tastings, and enter our raffle!

- Complimentary Tastings
- Explore Our Selection
- Enjoy the Bear's Cafe
- Enter Our Raffle

NO PURCHASE NECESSARY
Everyone is welcome!

Come for a visit,
stay for a taste,
and leave knowing your
local businesses a little better.



On desk Oct 21/26

MAGNETAWAN ECONOMIC TOURISM COMMITTEE (METC) Terms of Reference (DRAFT)

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, as well as assist with business development*.

Mandate

The Committee's mandate will be to promote and support business development in tourism in Magnetawan. ~~For greater certainty, the expression "promotion of tourism" includes the development of tourism promotional 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 year-round regenerative / responsible tourism*.

To develop and implement tourist marketing strategies and support economic development efforts 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 person 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 [redacted] to eleven [redacted] Members if possible.

Consideration will be given to committee composition in an effort to ensure the committee is reflective of the ~~various subsectors of the~~ local community and tourism industry as well as skill sets and experience needed to help fulfill the committee mandate. Key consideration factors include, but are not exclusive to:

- Representation from various subsectors of the local tourism industry including accommodations, food and beverage and arts and culture.
- Geographic representation
- Community make-up (e.g. seasonal, full-time resident)
- Skill sets and experience related to the Committee mandate and work plan

*Given the importance of the accommodations sector, two positions will be reserved for a representative of licensed STA operators and a representative of commercial accommodation providers.

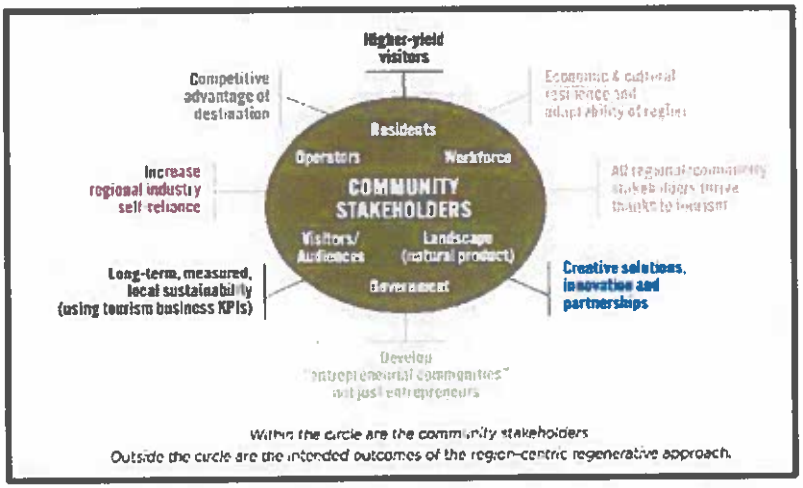
NOTES:

***Business Development** is a broad term that can encompass a wide range of activities including community economic development efforts, business retention and attraction, advising Council and staff on matters that directly or indirectly affect business; etc.

***Responsible / Regenerative Tourism**: METC has adopted the 'regenerative tourism' approach of Explorers' Edge which takes a community centric approach and works to ensure projects pursued are sustainable in nature and lead to mutual benefits and symbiotic relationships. The following diagram provides additional clarification:

Community-Centric

Mutually Beneficial & Symbiotic Relationships



Source: Explorers' Edge