



**Magnetawan Economic Tourism Committee (METC)  
Meeting Minutes, November 12<sup>th</sup>, 2025**

The meeting of the METC was held on Tuesday, November 12<sup>th</sup>, 2025, 9:00 am with the following present:

Rachel Sullivan (Chair)  
Angela Ramsay (Vice Chair)  
Dave Antle  
Brenda Fraser  
Joan Lewis  
Francine Yolkowskie (via phone)  
Erica Kellogg (Secretary)

Regrets

Rob Ross

**OPENING BUSINESS**

**1.1 Call to Order** Meeting was called to order by the Chair at 9:15 am.

**1.2 Adoption of the Agenda**

*RESOLUTION 2025-43 Fraser - Lewis*

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

*Carried.*

**1.3 Adoption of the Previous Minutes September 8<sup>th</sup>, October 14 and 22<sup>nd</sup>, 2025**

*RESOLUTION 2025-44 Lewis - Fraser*

***BE IT RESOLVED THAT*** the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the September 8<sup>th</sup>, October 14<sup>th</sup> and October 22<sup>nd</sup>, 2025 meetings as presented.

*Carried.*

**DISCUSSION ITEMS**

**2.1 Deputy Clerk Recreation and Communications – Laura Brandt**

The Committee received with thanks information on Municipal recreation programs, events, website/social media possibilities and learned about the Municipality's mailer. The Deputy Clerk provided the Committee with historical reports speaking to the Magnetawan Locks and Heritage Museum, Recreation and Communication and Croft Recreation Park Revitalization.

## **2.2 Work Plan - Review and Update Going Forward**

- **Draft - Communication Presentation - Dave and Rob**

Member Dave gave an overview of the draft communication presentation. A resolution was passed later in the meeting.

- **Website Discussions**

General discussion took place around the value of adding onto the existing Municipal website vs. the creation of a standalone “tourism” based website. The Committee concurred the best path forward is to optimize the existing Municipal website. Members Lewis and Chair Sullivan committed to working with the Deputy Clerk – Communications and Recreation to understand website possibilities and provide suggestions for improvement in the future.

- **Accommodation Meeting October 25, 2025 – recap**

The Committee agreed the meeting was a success and information shared was beneficial to the Committee and the Municipality. Chair Sullivan informed the Committee that attendees had provided additional information pertaining to their Welcome Package and Frequently Asked Question from visitors which will be presented at a future meeting.

- **2025 Wrap Up Almaguin - Magnetawan participation**

An update to the holiday incentive program was provided by both the Secretary and Chair. Wrap up Almaguin will include the Magnetawan Christmas Market by way of a photo contest at an additional fee of \$50.00 to the Committee making the total contribution by METC \$250.00 for the 2025 event.

- **Wayfinding Signage Project – Update**

Included in the agenda package for the meeting was an updated version of the AJ Casson draft sign board. Municipal Staff continue to work on the wayfinding sign project with installation anticipated by March of 2026.

- **2026 Budget Recommendations**

The Committee discussed uncompleted 2025 projects. The Committee will prioritize website suggested revisions including the business directory, additional signage within the Municipality, continue to attend tourism related events and host future focus group events. The Committee would like to request the remaining 2025 budget funds be topped up with an additional, approximately \$4000 and respectfully request Council commit a total \$20,000 to the 2026 METC budget. A resolution was passed later in the meeting.

- **Great Canadian Wilderness Tourism Summit - recap**

The Secretary provided feedback on the tourism summit held at a KOA Camp Site in Parry Sound. The event was geared to camping establishments and was well attended. Interesting presentations included discussions on use of AI and how to create engaging visual content to capture visitors.

- **Almaguin Highlands Chamber of Commerce - AGM meeting – participation**

Members of the Committee discussed participation at this event, and a resolution was passed later in the meeting.

**RESOLUTION 2025-45 Lewis - Fraser**

**WHEREAS** the Magnetawan Economic Tourism Committee (METC) has discussed the 2025/2026 workplan and the draft communication plan;

**AND WHEREAS** METC members have identified within each of these plans a need for a coordinated effort between the Committee and Council as the Committee seeks to continue support tourism related endeavours for the Municipality;

**NOW THEREFORE BE IT RESOLVED THAT** the METC respectfully request the Municipality of Magnetawan Council appoint a member to METC.

**Carried.**

**RESOLUTION 2025-46 Fraser – Lewis**

**BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee received an invitation to attend the Almaguin Highlands Chamber of Commerce AGM on November 19<sup>th</sup> and approves the following members to attend the event:

- 1) Rachel Sullivan
- 2) Erica Kellogg

**Carried.**

**RESOLUTION 2025-47 Lewis – Antle**

**WHEREAS** the Magnetawan Economic Tourism Committee (METC) has discussed 2026 projects which include but are not limited to items such as: signage, event participation, publication advertisements and focus group events among other things;

**NOW THEREFORE BE IT RESOLVED THAT** the METC respectfully request the Municipality of Magnetawan Council allocate \$20,000 in the 2026 Municipal Budget towards METC.

**Carried.**

**ADJOURNMENT**

**5.1 Adjournment**

**RESOLUTION 2025-48 Lewis - Antle**

**BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee adjourns the meeting at 11:40 pm, to meet again December 8<sup>th</sup>, at 10:00am.

**Carried.**

Approved by:

  
Chair Rachel Sullivan

  
Secretary Erica Kellogg

