



Magnetawan Economic Tourism Committee (METC) Meeting Minutes November 27th, 2024

The meeting of the METC was held on Wednesday, November 27th, 2024, 10:00am at the Magnetawan Community Centre with the following present:

Rachel Sullivan (Chair)
Angela Ramsay (Vice Chair)
Joan Lewis
Rob Ross
Erica Kellogg (Secretary)

OPENING BUSINESS

1.1 Call to Order Meeting was called to order by the Chair at 10:00am.

1.2 Adoption of the Agenda

RESOLUTION 2024-07 Lewis - Ross

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as amended to include discussion on Wrap Up Almaguin, great Canadian Wilderness and to receive a resignation letter from Member Bruce Toner.

Carried.

1.4 Adoption of Previous Minutes

RESOLUTION 2024-08 Lewis - Ross

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the October 16th, 2024 meeting as presented.

Carried.

DISCUSSION ITEMS

The Chair provided a recap of the various events Members have participated in since the October 16th meeting. Round table discussions took place, sharing key takeaways and contact made.

Information was shared by the Chair of the *Wrap Up Almaguin* program being offered through ACED to member Municipalities. Although Magnetawan is not a member Municipality, Magnetawan will be covering the fee for participation in the program so that Magnetawan businesses can participate in the customer appreciation program from December 6th, 2024 to January 3rd, 2025.

Direction was given to the Secretary to develop a plan for the Committee to connect with brick-and-mortar businesses as well as the December 7th Magnetawan Christmas Market vendors. The Wrap

up Almaguin customer appreciation program will be brought to these businesses as an METC initiative.

2.9 Member Resignation - Bruce Toner

RESOLUTION 2024-09 Ramsay - Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee regretfully accepts the resignation of Bruce Toner, Member of the Magnetawan Economic Tourism Committee, and thanks Bruce for being a valued Member of the Committee.
Carried.

Direction was given to the Secretary to explore recruitment options in 2025 after the Holiday Season.

2.10 General Discussion – needs, wish list, future projects

Members discussed future projects and identified a need to establish a business contact data base and explore a possible social media presence.

Direction was given to the Secretary to compile a contact list of business owners and explore a social media account in partnership with the Municipality or singularly.

ITEMS BROUGHT FORWARD

3.2 2025 Municipal Budget Suggestions

RESOLUTION 2024-010 Ramsay – Lewis

WHEREAS the Magnetawan Economic Tourism Committee (METC) has discussed 2025 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 requests the Municipality of Magnetawan Council allocate \$20,000 in the 2025 Municipal Budget towards the METC.
Carried.

ADJOURNMENT

5.1 Adjournment

RESOLUTION 2024-011 Ramsay – Lewis

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns this meeting at 1:00pm to meet again on January 16th at 10:00am.
Carried.

Approved by:


Chair, Rachel Sullivan


Secretary, Erica Kellogg