



MAGNETAWAN ECONOMIC TOURISM COMMITTEE MANDATE

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.

August 27th, 2024
Updated April 17th, 2025*

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

The Committee's mandate will be to promote tourism in Magnetawan. For greater certainty, the expression "promotion of tourism" includes the development of tourism products.

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.

The Committee is governed by the rules outlined in the current Council Procedure By-law.

The Committee will hold meetings as required with the goal of a minimum of five Committee meetings within a calendar year.

The Committee will provide the Council for the Municipality of Magnetawan a multi-year Business Plan (Plan) and financial statement as part of the Municipality's annual budget approval process. The Plan will include;

- The strategic objectives, priorities and business objectives;
- Revenue and expenditure anticipated in the coming year;
- Performance metrics for monitoring progress and accomplishments;
- An operating budget for the Committee for the next financial year, including the current year actual, budget and variance.

The Committee will report to Council for the Municipality of Magnetawan on a quarterly basis which shall include quarterly financials.

Minutes of each meeting will be provided to the Council for the Municipality of Magnetawan within one week of each meeting and shall be included within the public agenda of the next available regular meeting and will be posted on the Municipal website specific to the METC page.

Recruitment and Appointment of Board Members

There shall be appointed by Council a Committee consisting of a minimum of five to eight (5-8) Members if possible. The schedule and term of the appointed Members will be until a successor is found.

Depending on circumstances, Committee Members are expected to attend all scheduled 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.

A Chair and Vice Chair will be appointed by the Committee for a fixed term of up to one (1) year, with the potential of re-appointment.

A majority of Members present shall constitute a quorum. If no quorum is present fifteen (15) minutes after the time appointed for the 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.

Guiding Principles

The Committee will take a leadership role in promoting and marketing the Magnetawan areas as a destination for tourism, leisure and business travel with an emphasis on promoting year-round tourism.

A Chair and Vice Chair will be appointed by the Committee for a fixed term of up to one (1) year, with the potential of re-appointment.

To develop and implement marketing strategies 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.

Transparency

Copies of the Mandate document will be filed at the Municipal Office. In support of the principle of transparency, this document will also be easily available to the public on the Municipality's website www.magnetawan.com

*Direction to Staff during the regular meeting of Council on April 16, 2025 to update the Mandate to include a total of 8 Members.