

AGENDA

Magnetawan Economic Tourism Committee (METC) Wednesday December 8, 2025, 10:00 am

Ahmic Harbour Community Centre

Join the meeting now

OPENING BUSINESS

- 1.1 Call to Order
- 1.2 Adoption of the Agenda
- 1.3 Adoption of Previous Minutes November 12th, 2025
- 1.4 Declaration of Pecuniary Interest

DISCUSSION ITEMS

- 2.1 Welcome Councillor Bill Bishop To METC
- 2.2 Kurt Hagan Strategic Creative Brief
- 2.3 Website Discussion and Next Steps
- 2.4 Accommodation Outreach Results to date
- 2.5 Wrap Up Almaguin progress to date
- 2.6 Meeting with Noel Walker from FedNor Rachel and Dave Update
- 2.7 2026 Meeting Dates

ITEMS BROUGHT FORWARD

FOR INFORMATION

- 3.1 Magnetawan Economic Tourism Survey 2025 results to date
- 3.2 Tourism Website Information and Mock Up
- 3.3 Accommodation Feedback/Information from a Facebook Post
 Almaguin Highlands Chamber of Commerce December 2025 News Letter

FUTURE MEETING

4.1

ADJOURNMENT

5.1 Confirm the Proceedings of Committee and Adjourn



Magnetawan Economic Tourism Committee (METC) Meeting Minutes, November 12th, 2025

The meeting of the METC was held on Tuesday, November 12th, 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 8th, October 14 and 22, 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 8th, October 14th and October 22nd, 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, approximate \$4,000 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 19th 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^{th} , at 10:00 am. Carried.

Approved by:	Chair Rachel Sullivan	Secretary Erica Kellogg

Municipality of Magnetawan

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RESOLUTION NO. 2025 – 303 NOVEMBER 19, 2025		
Seconded by: Brad drella		
WHEREAS the Council of the Municipality of Magnetawan appreciates the great work the Magnetawan Economic Tourism Committee (METC) has completed throughout the year;		
AND WHEREAS the METC Committee has passed Motion 2025-45 respectfully requesting the Municipality to appoint a member of Council to the METC Committee;		
NOW THEREFORE BE IT RESOLVED THAT Council of the Municipality of Magnetawan appoints		
to the Magnetawan Economic Development Committee for the remainder of the Council term (2022-2026).		
Carried Defeated Deferred		
Sam Dunnett, Mayor		

Recorded Vote

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

Recorded Vote Called by:



Knowing our heritage we will build our future

Visitor Survey - Comparables - Fall 2025

Below is a summary drawn from the public survey conducted by METC in the late summer of 2025. These are the responses from the various sub-groups of respondents answering the question "Do you find Magnetawan different from other parts of Ontario? If so how?"

First Time Visitors N=13

Summary of Themes from First-Time Visitor Responses

1. Peaceful, Quiet, and Natural Environment (approximately 6 mentions)

Many respondents highlighted the area's tranquility and natural beauty as defining characteristics. The peaceful atmosphere, abundance of nature sounds, and scenic surroundings were viewed positively.

Example comments:

- "A lot quieter. The air is filled with the sounds of nature."
- "Quieter."
- "Relaxing."
- · "Beautiful scenery."
- "More authentic scenery."

2. Positive Overall Impressions (approximately 3 mentions)

Several visitors expressed clear enjoyment and appreciation for their experience, often emphasizing how much they liked the area.

Example comments:

- "Super love it here."
- "So far yes."
- "Have not been elsewhere—super love it here."

3. Sense of Community and Local Character (approximately 2 mentions)

Some respondents noted the welcoming social atmosphere and community-oriented feel, including enjoyment of local events.

Example comments:

- "Community, social atmosphere, more authentic scenery."
- "Harvest Fest is a good time."

4. Comparisons to Other Destinations (approximately 2 mentions)

Visitor Survey - Comparables - Fall 2025

A few visitors compared this area to other regions, generally noting it was less well known but equally or more appealing.

Example comments:

- "Less well known but similar."
- "Better lakes."

Occasional Visitors N = 37

- 1. Beautiful & Scenic Setting (≈15)
 - · Praised natural beauty, scenery, and tranquility
 - "Beautiful, restful and fun." | "Quiet, nature-oriented, beautiful."
- 2. Peaceful & Relaxing Atmosphere (≈12)
 - Appreciated calm, low-key environment and sense of escape
 - "Relaxing, beautiful, peaceful." | "Calming, relaxing, familiar."
- 3. Friendly & Welcoming Community (≈10)
 - Highlighted friendliness, warmth, and inclusiveness
 - "Friendly, open, supportive." | "Warm, friendly, small."
- 4. Quaint, Charming Small-Town Feel (≈9)
 - Loved the cozy, authentic character of the town
 - "Quaint, magical, beautiful." | "Cute, quaint, approachable."
- 5. Strong Community Spirit & Local Culture (≈5)
 - Noted community pride, local markets, and shared activities
 - "Community, cozy, fun." | "Lovely, community-oriented."
- 6. Fun & Enjoyable Experience (≈4)
 - Emphasized outdoor recreation and upbeat atmosphere
 - "Summer, outdoor, fun." | "A happy experience."
- 7. Unique / Hidden Gem (≈2)
 - Viewed as a distinctive or underappreciated destination
 - "Unique, charming, beautiful." | "Poorly communicated treasure."

Visitor Survey - Comparables - Fall 2025

Cottagers N=11

First-Time Visitor Themes (Summary)

1. Quiet, Peaceful, Rural Setting (≈5)

Appreciated for its tranquility, remoteness, and natural surroundings.
 "Quiet," "Love the quiet, remoteness," "Smaller and quieter than Parry Sound."

2. Friendly People & Strong Community (≈4)

Visitors highlighted the friendliness, community spirit, and local involvement.
 "More friendly, more community involvement," "The people make it work like no other place."

3. Small-Town Character & Traditions (≈3)

• Valued for its authentic small-town feel, traditions, and slower pace. "Undeveloped, small town values," "A nice small place."

4. Modest Need for More Amenities (≈1)

• Some suggested a few additional local conveniences. "Could use another general store."

Visitor Survey – Fall 2025 - Activities

Below is a summary drawn from the public survey conducted by METC in the late summer of 2025. These are the responses from the various sub-groups of respondents answering the question "What are you looking forward to (or have already done) during your visit?"

First Time Visitors N=17

Top Themes from First-Time Visitors

- 1. Boating & Fishing ~12 mentions
- "Boating/Fishing," "Exploring the lakes"
- → Drawn by water access and outdoor recreation.
- 2. Catching Up with Friends & Relatives ~11 mentions
- "Visiting family and friends," "Reconnecting with relatives"
- → Social visits are a key reason for coming.
- 3. Water Activities (Canoeing, Kayaking, Waterskiing) ~11 mentions
- "Kayaking," "Waterskiing," "Canoeing on the lake"
- ightharpoonup Strong appeal for active outdoor experiences.
- 4. Just Relaxing ~9 mentions
- "Just relaxing," "Enjoying peace and quiet"
- → Many came simply to unwind and de-stress.
- 5. Visiting Places of Interest (Locks, etc.) ~8 mentions
- "Exploring the locks," "Visiting local attractions"
- → Sightseeing and local heritage are popular.
- 6. Participating in Community Events ~8 mentions
- "Farmers Market," "Regatta," "Harvest Fest"
- → Visitors enjoy local culture and seasonal events.
- 7. Other Mentions (Biking, Special Events) ~2 mentions
- "Biking," "Smoke and Spurs"
- → A few niche activities mentioned.

Overall Insight:

First-time visitors are primarily drawn by water recreation, social visits, and relaxation, with strong secondary interest in local attractions and community events.

Below is a summary drawn from the public survey conducted by METC in the late summer of 2025. These are the responses from the various sub-groups of respondents answering the question "What three words would you use to describe Magnetawan?"

The goal was to gather input from prospective visitors on why they would visit Magnetawan and what they would do here. This in turn would provide guidance to the Committee for the development of tourism-related offerings and a communications plan.

1 - FIRST-TIME VISITORS

N = 16

Summary: Three Word Description

Most respondents described the area in highly positive terms, emphasizing its **peaceful, relaxing atmosphere** and **natural beauty**. Words such as *peaceful, rejuvenating, relaxing*, and *beautiful* appeared repeatedly, highlighting a sense of tranquility and visual appeal. A second major theme centered on **friendliness and community**, with comments referring to a *welcoming, kind, and open* spirit.

Several respondents mentioned the area's **quaint, small-town charm** and **vibrant character**, suggesting that people value both its calmness and its energy. References to **nature and landscape** reinforce the sense of connection to the outdoors. A few lighthearted or unrelated responses add a touch of personality but stand apart from the main themes.

Overall, the feedback paints a picture of a place that is **beautiful**, **peaceful**, **and friendly**—a community that feels both **relaxing and alive**.

1. Peaceful / Relaxing / Rejuvenating — ~7 mentions

- "Peaceful, immersive, rejuvenating"
- "Peaceful, relaxing, beautiful"
- "-Peaceful -Landscape -Community"
- "Relaxing, small, fun"
- Core sentiment: calmness, tranquility, restfulness

2. Beautiful / Scenic / Picturesque — ~6 mentions

Examples:

- "Beautiful, peaceful, kind"
- "Beautiful place, love the scenery"
- "Gorgeous, stunning, breathtaking"
- "Picturesque, lively, busy"
- Core sentiment: visual beauty, natural scenery, aesthetic appeal

3. Friendly / Welcoming / Kind / Open — ~5 mentions

Examples:

- "Quaint, friendly, welcoming"
- "Friendly, open, nature"
- "Charming, vibrant, friendly"
- "Beautiful, peaceful, kind"
- Core sentiment: warmth, hospitality, sense of community

4. Quaint / Small-Town Charm — ~2 mentions

Examples:

- "Quaint, friendly, welcoming"
- "Relaxing, small, fun"
- Core sentiment: intimate scale, charm, simplicity

5. Lively / Vibrant / Fun — ~2 mentions

- "Picturesque, lively, busy"
- "Charming, vibrant, friendly"
- Core sentiment: energy, social atmosphere, enjoyment

6. Nature / Landscape — ~2 mentions

Examples:

- "Friendly, open, nature"
- "-Peaceful -Landscape -Community"
- Core sentiment: connection to outdoors and environment

7. Miscellaneous / Humorous / Random — ~2 mentions

Examples:

- · "Beads, beer, toyota"
- "Beer chipotle monkeys"
- "Just getting here"
- Core sentiment: outliers; possibly playful or off-topic responses

Compared to Other Regions

2 - OCCASIONAL VISITORS

N = 37

Summary: Three Word Description

Respondents described the area as **beautiful**, **peaceful**, **and friendly**, valuing its **natural scenery**, **relaxed pace**, **and small-town charm**. They emphasized a strong sense of **community and belonging**, with many calling it a **welcoming**, **enjoyable**, **and well-cared-for place** that feels both **unique and restorative**.

1. Beauty / Scenic Appeal — ≈18 mentions

Most frequent theme. Respondents repeatedly highlight the town's natural and visual beauty. **Examples:**

• "Beautiful, restful and fun"

- "Lovely restaurant, beach and market"
- "Scenic, peaceful, quaint"
- "Beautiful. Well cared for"
- "Beau-ti-ful"

2. Peaceful / Relaxing / Tranquil Atmosphere — ≈14 mentions

A strong sense of calm, relaxation, and quiet charm.

Examples:

- "Relaxing, beautiful, peaceful"
- "Pretty, quiet, peaceful"
- "Peaceful, calm, friendly"
- "Calming, relaxing, familiar"
- "Relaxed / lowkey / community"

3. Quaint / Small-Town Character — ≈12 mentions

People value its quaintness, coziness, and small-scale feel.

Examples:

- "Friendly, quaint, beautiful"
- "Quaint, magical, beautiful"
- "Very quaint place!"
- "Cute, quaint, approachable"
- "Quiet, water, small town"

4. Friendly / Welcoming Community — ≈10 mentions

Friendliness and a sense of connection are central impressions.

- "Friendly, open, supportive"
- "Warm, friendly, small"
- "Community, cozy, fun"
- · "Lovely, interesting, community oriented"

• "Beautiful, friendly"

5. Fun / Enjoyable / Playful — ≈7 mentions

Many associate the place with enjoyment and lighthearted fun.

Examples:

- "Summer, outdoor, fun"
- "2nd Home, fun, relaxing"
- "Beautiful, restful and fun"
- "cute, fun, small"
- "beautiful, tranquil, fun"

6. Community / Belonging / Familiarity — ≈5 mentions

People feel at home or part of a close-knit group.

Examples:

- "Community, cozy, fun"
- "Relaxed / lowkey / community"
- "Lovely, interesting, community oriented"
- "Calming, relaxing, familiar"
- "Quaint, quiet, community:)"

7. Nature / Outdoors — ≈4 mentions

Appreciation of natural surroundings and outdoor spaces.

Examples:

- "Quiet, nature-oriented + beautiful"
- "Peaceful, good times w friends, outdoors activities"
- "Quiet, water, small town"

8. Unique / Distinctive Character — ≈3 mentions

A sense that the place is special or different from others.

- "Unique, charming, beautiful"
- "Poorly communicated treasure"
- "A happy experience"

3 - FREQUENT VISITORS

N = 71

Summary: Three Word Description

Community Perceptions Summary

- Friendly & Welcoming Most describe a warm, down-to-earth community that feels like "home."
- Peaceful & Relaxing Quiet, calm, and restorative atmosphere.
- **Beautiful & Scenic** Strong appreciation for the natural setting, lakes, and views.
- Quaint Small-Town Charm Historic character, traditional values, and "old-fashioned" appeal.
- Fun & Family-Oriented Enjoyable events, recreation, and community activities.
- Strong Sense of Belonging Described as homey, familiar, and close-knit.
- Connection to Nature & Outdoors Lakes, wildlife, and a slower pace of life.
- Areas for Improvement A few mention economic decline and unrealized potential.

Here's a **summary of the open-ended survey responses**, grouped into **common themes** (in approximate order of frequency), with **estimated counts** and **example phrases** for each:

1. Friendly & Welcoming Community

~55 mentions

The most common theme. Respondents describe the town as friendly, welcoming, homey, and community-minded.

- "Friendly, relaxed, beautiful"
- "Charming, friendly, welcoming"
- "Community, caring, volunteers"

- "Historic friendly familiar"
- "Small, friendly, home"

2. Peaceful, Quiet & Relaxing Atmosphere

~50 mentions

Many associate the place with tranquility, rest, and a slower pace.

Example phrases:

- "Relaxing, beautiful, peaceful"
- "Quiet, peaceful, beautiful"
- "Peaceful, inviting, calming"
- "Calm, relaxing, charming"
- "Quiet, sweet, calm"

3. Natural Beauty & Scenery

~45 mentions

The setting's lakes, forests, and scenery are central to people's impressions.

Example phrases:

- "Scenic, picturesque, tranquil"
- "Nature, friendly, relaxing"
- "Rocks. Trees. Water."
- "Beautiful sunsets"
- · "Community, beauty, scenery"

4. Quaint, Small-Town Charm

~40 mentions

Strong identification with small-town, old-fashioned, or historic qualities.

- "Quaint, friendly, historic"
- "Quaint, relaxing, friendly"
- "Old school, charming, rural"
- "Northern small town"

• "Quaint, natural, picturesque"

5. Beauty, Scenic Appeal, "Heaven on Earth"

~35 mentions

The word "beautiful" appears in a large share of responses; some describe the place as paradiselike.

Example phrases:

- "Heaven on earth"
- · "Beautiful, friendly, nature"
- "A living paradise"
- "Beautiful, peaceful, friendly"
- "Nostalgic, special, beautiful"

6. Fun, Enjoyable, Family-Oriented Activities

~30 mentions

Many emphasize fun, family, and recreation — from lakes to community events.

Example phrases:

- "Fun, cute, great"
- "Fun, happy, and exciting"
- "Family, swimming, nature"
- "Special, fun, family"
- "A very welcoming small town with lots to do"

7. Community Spirit & Connection / Sense of Home

~25 mentions

"Home," "community," and "familiar" recur frequently, suggesting belonging and continuity.

- "Home away from home"
- "Home, peaceful, beautiful"
- "Home, friendly, close-knit"
- "Familiar, comfortable, quiet"

• "Peaceful family restorative"

8. History, Tradition & Heritage

~15 mentions

Some highlight the area's historic and traditional feel.

Example phrases:

- "Historic, beautiful, friendly"
- "Scenic, quaint, historic"
- "Joy, quaint, history"
- "Tradition, friendly, scenic"
- "History, scenery, friendly people"

9. Nature & Outdoors Lifestyle

~12 mentions

Linked to outdoor recreation and natural surroundings.

Example phrases:

- "Relax, fishing, friends"
- "Wildlife, lake, quiet nights"
- "Peaceful, relaxing, outdoors"
- "Social, family, nature"
- "Near North getaway"

10. Decline / Need for Renewal

~5 mentions

A small minority note economic decline or unrealized potential.

- "The town itself has seen better days"
- "Economically declining"
- "Underutilized. Shrinking. High-potential."
- "Needs an upgrade but lovely people"
- "Conservative, unwelcoming, stale"

4 - COTTAGERS

N = 13

Summary: Three Word Description

1. Friendliness & Welcoming Community — ≈7 mentions

Most respondents emphasized a sense of friendliness, warmth, and welcoming atmosphere among residents.

Example phrases:

- "Friendly, quaint, lovely"
- "Friendly, beautiful, welcoming"
- "Inclusive, peaceful, friendly, helpful"
- "Picturesque + friendly"

2. Small-Town Charm / Quaintness — ≈4 mentions

Many noted the village's quaint, small-scale, or traditional feel as part of its appeal.

Example phrases:

- "Friendly, small, excellent"
- "Friendly, quaint, lovely"
- "Quaint, resourceful, supportive"
- "Sleepy, summer home, quiet"

3. Peacefulness & Quiet — ≈3 mentions

A recurring theme was tranquility, peacefulness, and escape from busyness.

- "Piece and quiet"
- "Inclusive, peaceful, friendly, helpful"
- "Sleepy, summer home, quiet"

4. Beauty / Picturesque Setting — ≈2 mentions

Respondents appreciated the natural and visual appeal of the place.

Example phrases:

- "Friendly, beautiful, welcoming"
- "Picturesque + friendly"

5. Community Spirit / Involvement / Tradition — ≈2 mentions

Some highlighted the sense of community, shared values, and continuity among residents. **Example phrases:**

- "Community, tradition, family"
- "Quaint, resourceful, supportive"

6. Newcomers / Just Arrived — ≈1 mention

One respondent simply indicated they are new and haven't formed an impression yet. **Example phrase:**

• "Just got here"

5 - RESIDENTS

N = 137

Summary: Three Word Description

Residents overwhelmingly describe their town as a **peaceful**, **beautiful**, **and friendly place**, emphasizing its quiet atmosphere, scenic surroundings, and strong sense of community. Many appreciate the **small-town charm**, **historic character**, and **connection to nature**, often portraying it as a restorative or second-home retreat — a place to relax, unwind, and enjoy simple pleasures. The **natural environment**, including wildlife, rivers, and rural landscapes, is frequently mentioned as a defining feature.

A number of respondents also highlight the **community spirit**, noting friendliness, volunteerism, and pride of place. While most comments are positive, a smaller group express concern about **decline, stagnation, or restrictive bylaws**, suggesting a desire for thoughtful revitalization without losing the town's tranquil appeal. Overall, the responses convey deep affection and attachment — a shared appreciation for a **beautiful, welcoming, and peaceful community** that embodies the best of small-town Ontario living.

Here's a structured summary of the **common themes** expressed by residents, ranked by **frequency** (approximate counts) and supported with **example phrases**:

1. Peaceful / Quiet / Tranquil — ~55 mentions

Most common theme. Residents prize the calm, quiet, and restful atmosphere of their town.

Examples:

- "Peaceful, calm, beautiful"
- · "Quiet, beautiful, peaceful"
- "Slow and peaceful"
- "Relaxed / community / secluded"
- · "Peaceful, nostalgic, friendly"

2. Beautiful / Scenic / Picturesque — ~50 mentions

Beauty of the natural surroundings and small-town charm is consistently noted.

Examples:

- "Beautiful, serene, wildlife"
- "Incredibly beautiful landscape"
- "Picturesque small village"
- "Beautiful, magical, friendly"
- "Clean, beautiful, 'small town pride'"

3. Friendly / Welcoming / Community-Oriented — ~45 mentions

Residents emphasize friendliness, sense of community, and welcoming nature.

- "Friendly, beautiful, quiet"
- "Friendly, community, peaceful"
- "Friendly, welcoming, cute"
- "A hidden gem... community-minded residents"
- "Great community feel"

4. Small-Town Charm / Quaintness / Nostalgia — ~30 mentions

Appreciation for the village feel, history, and simplicity of life.

Examples:

- "Quaint village"
- "Small town Ontario"
- "Quaint, beautiful, friendly"
- "Quiet little town"
- "Peaceful, beautiful, timeless"

5. Natural Environment / Outdoors / Wildlife — ~25 mentions

Strong attachment to nature, outdoor beauty, and rural surroundings.

Examples:

- "Beautiful, nature, community"
- "Nature, peaceful, tranquil"
- "Calming, beautiful nature"
- "Remote, isolated, great outdoors"
- "Beautiful, calm, wilderness"

6. Relaxing / Restorative / Second Home Feel — ~20 mentions

The town is seen as a retreat or place to unwind.

Examples:

- "Relaxing, welcoming, second home"
- "Tranquility, healing, home"
- "Peaceful, relaxing, beautiful"
- "Great summer home"
- "My happy place"

7. Decline / Underdevelopment / Loss of Charm — ~10 mentions

A minority express concern about decline, stagnation, or overregulation.

- "Declining, fading, slowing"
- "Beautiful, declining, unimaginative"
- "Lost its charm"
- "Too many bylaws"
- "Underdeveloped"

8. Vibrant / Fun / Active Community — ~10 mentions

A smaller but notable group sees vitality and activity.

Examples:

- "Kind, fun, active"
- "Friendly, lively, beautiful"
- "Small but active"
- "Cute + very active"
- "Spirited, connected, volunteer"

9. Historic / Iconic / Proud Heritage — ~8 mentions

Residents value heritage and identity of the town.

Examples:

- "Historic, beautiful, scenery"
- "Iconic, historical, love"
- "Beautiful historical country to live in"
- "Picturesque, historic, welcoming"

10. Miscellaneous / Unique Expressions — ~5 mentions

Occasional personal or humorous remarks outside main themes.

- "Hot sauce, beer, echo rock"
- "Beer, bowling, glass cleaner"
- "Terrific, terrific, terrific"
- "Honestly, not sure"





Annual General Meet (AGM) & Awards Ceremony!

Our Annual General Meeting

Took place on Nov. 19th, 2025, at the Sundridge Legion

There were up-dates from the AHCC Chamber President and Executive Director, as well as short presentations by Noel Walker from FEDNOR and Courtney Metcalf from ACED. Dinner provided by Margaret McDonald / The Double Decker.

Internal elections for the Executive i.e.. President, Vice President & Treasurer will take place at our next Board Meeting, Dec. 15th

The line-up of new Directors include:

- ✓ Kerby Stivene,
- Rebel Kennedy
- ✓ Olivia Richards

As new voting Directors



Board of - Directors

- and induction of:
- ✓ Dean Chartrand
- ✓ Tiffany Rennie

As new Directors-at-large (non-vote) participating board members

The Chamber Member Business Excellence Award Winners!

The top 3 Nominees per category and Winners are:

Entertainment, Tourism & Accommodation

- Algonquin West ATV
- Crystal Cave~Winner!
- Port Carmen Marina



Retail

- 89 Main
- KCopeman Tree Farm~winner!
- Eagle Lake Narrows Country Store

Service - Skilled Trades

- Almaguin Marine & Powersports
- Dean's Auto
- Griffith Brothers ~winner!

Service - Professional

- Algonquin Fitness and Massage
- PL Fitness
- Women's Own Resource Centre ~winner!

Food & Beverage

- Copperhead Distillery ~Winner!
- Hubbert's Maple
- Northridge Inn





Welcome New Member ~ Dr Foam



Welcome New Member ~ Northern Stable Supply Co. Flooring







Chamber Member Event ~



JOIN US FOR A DAY OF FUN & LAST-MINUTE HOLIDAY SHOPPING AS WE CELEBRATE COPPERHEAD'S 9-YEAR ANNIVERSARY!

December 15, 2016: Craig & Sharon opened the original retail store in Burk's Falls December 20, 2017: We opened the current location you know and love!

First 50 shoppers receive a FREE 50mL taster

Limit 1 per person with purchase

Complimentary snacks & treats

A Boozy Coffee Bar featuring:

- Spiked Eggnog
- Irish Cream
- Chocolate Almond

And of course, SPIRIT SAMPLING at the bar!

Northern Decor & More

Local gift baskets, gift items, and product sampling

We'll be collecting food or cash donations

Supporting local families in need

├── Lots of great local products in-store for all your last-minute holiday shopping!



COPPERHEAD DISTILLERY

THE SPIRIT OF THE NORTH





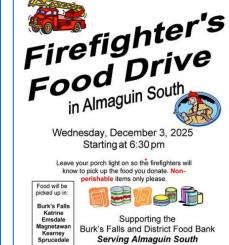
December Events













Holiday Colouring



Office at (705) 387-3947 or by email at recreation@magnetawan.com



Advance Tickets

At the Door



Limited Quantity so get yours today at: Township Office, Perry Library, or the Fork on Main



Serving Almaguin South







December Events















Erica Kellogg

Ahmic Lake Resort / The Swiss Cou	intry House Restaurant & Bar'n	1
	,	
November 25, 2025 12:12 PM		
Erica Kellogg		
Re: Understanding our Magnetawa	an Accommodations	
d the questions below.		
accommodation business: Ahr	nic Lake Resort	
		- ·
ur property accommodate if at t	full capacity? 84	
lly operated or year-round?: ca	mpsites are seasonal, co	ttages are year
	_	open to the
formation about your accomme ebsite	odation business? Faceb	ook, Instagram,
e contacted by a volunteer Men im for Magnetawan: Yes	nber of the METC to furth	er support efforts
	<pre><info@ahmiclakeresort.com> November 25, 2025 12:12 PM Erica Kellogg Re: Understanding our Magnetawa d the questions below. accommodation business: Ahr ations do you provide (e.g. moterow many or each do you have to be a property accommodate if at a property accommodate if accilities for both guests a property accommodate if accilities for both guests are accommodate.</info@ahmiclakeresort.com></pre> If so, are these facilities for both guests are accommodate. Information about your accommodate if accilities for both guests are accommodate. Information about your accommodate if	November 25, 2025 12:12 PM Erica Kellogg Re: Understanding our Magnetawan Accommodations d the questions below. accommodation business: Ahmic Lake Resort ations do you provide (e.g. motel / hotel rooms, cabins, capins,

Ahmic Lake Resort Team

Regards

Erica Kellogg

From: Camp Chikopi < campchikopi@aol.com>

Sent: November 25, 2025 9:34 AM

To: Erica Kellogg

Cc: Rachel Sullivan; Colette Duenkel

Subject: Re: Understanding our Magnetawan Accommodations

Good morning Erica,

Thank you for reaching out. We appreciate the work the Municipality is doing to support local tourism. Camp Chikopi, however, is a children's summer camp and our operations are structured solely around the safety and protection of minors. For this reason, we are unable to participate in any accommodation listings or tourism promotion programs.

What is the name of your accommodation business:

Camp Chikopi

What type of accommodations do you provide:

Our cabins are used exclusively for registered campers and staff. We do not offer accommodations to the public under any circumstances.

How many guests can your property accommodate if at full capacity:

All accommodations are reserved for children enrolled in our camp programs and for our staff. We cannot accept, list, or host members of the public.

Is your business seasonally operated or year-round:

Seasonal, summer only.

Do you have dining facilities?

Yes, but they are exclusively for registered campers and staff. We cannot open dining facilities to the public.

Where can visitors find information about your accommodation business:

Information about our camp is available on our website; however, it is strictly directed to families seeking a children's camp program, not general accommodations. http://www.campchikopi.com.

Would you be willing to be contacted by a volunteer Member of the METC:

At this time, we must decline. As a children's camp, safeguarding our campers is our top priority. Being included on any municipal accommodation registry could lead to members of the public arriving at the property without invitation, which is something we cannot allow for child safety reasons.

We value our relationship with the Municipality, but our duty of care requires us to maintain a closed campus environment. Thank you for understanding.

Camp Chikopi

1920 - 2026 - 107 Summers of Sports for Boys

1 November - 1 May: 954-566-8235

campchikopi@aol.com

Erica Kellogg	
From: Sent: To: Subject:	:om> November 26, 2025 1:45 PM Erica Kellogg Fwd: Understanding our Magnetawan Accommodations
Hi Erica, in response to you	r email
What is the name of your a	accommodation business:
• •	tions do you provide (e.g. motel / hotel rooms, cabins, campsites, Bed ow many or each do you have to offer?
Seasonal family campgro	und with a limited number of rental sites
How many guests can you	r property accommodate if at full capacity?
ls your business seasonal	lly operated or year-round?:
Seasonal - late May thru t	o Thanksgiving
Do you have dining faciliti public?	es? If so, are these facilities for guests only or are they open to the
No	
Where can visitors find in	formation about your accommodation business?
www.campklahanie.com	
Would you be willing to be in the promotion of touris	e contacted by a volunteer Member of the METC to further support efforts m for Magnetawan:
Certainly	
Best regards	
Camp Klahanie	

Should you have any questions about the use of this data or anything else, please contact Erica Kellogg at the Magnetawan Municipal Office at this email or if you wish to speak directly with the Chair of the Committee Rachel Sullivan, please feel free to contact with Rachel cc'd on this email.

Thank you for taking the time to answer these questions.

Rob Ross, (MECT Member)



What is the name of your accommodation business:

Echo Beach Cottage Resort Inc

What type of accommodations do you provide (e.g. motel / hotel rooms, cabins, campsites, Bed and Breakfast, etc.) and how many or each do you have to offer?

10 individual cottages.

1 is for 2 people

2 is for 5 people

2 is for 7 people

3 is for 8 people

1 is for 9 people

1 is for 16 people

How many guests can your property accommodate if at full capacity?

75 to sleep

Is your business seasonally operated or year-round?:

Can be year round

Do you have dining facilities? If so, are these facilities for guests only or are they open to the public?

No dining restaurant but each cottage has full kitchen

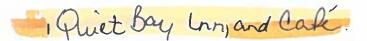
Where can visitors find information about your accommodation business?

www.echobeachcottagereaort.ca

Would you be willing to be contacted by a volunteer Member of the METC to further support efforts in the promotion of tourism for Magnetawan:

Sure

Should you have any questions about the use of this data or anything else, please contact Erica Kellogg at the Magnetawan Municipal Office at this email or if you wish to speak directly with the Chair of the Committee Rachel Sullivan, please feel free to contact with Rachel cc'd on this email.



What is the name of your accommodation business:

Quiet Bay Inn & Café

and Breakfast, etc.) and how many or each do you have to offer?

Motel rooms, Vaulted ceilings, 10 rms.

How many guests can your property accommodate if at full capacity?

14

Approx. 40 ppl capacity.

Is your business seasonally operated or year-round?:

Year-round

Do you have dining facilities? If so, are these facilities for guests only or are they open to the public?

Currently yes,

Where can visitors find information about your accommodation business?

www.quietbayinn.ca

Would you be willing to be contacted by a volunteer Member of the METC to further support efforts in the promotion of tourism for Magnetawan: not at this time.

Erica Kellogg | Deputy Clerk – Planning & Development

Municipality of Magnetawan | PO Box 70 | 4304 Highway 520 | Magnetawan, ON POA 1PO

Phone 705-387-3947 ext. 1011 | Fax 705-387-4875 | ekellogg@magnetawan.com

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

Erica Kellogg

From:	
Sent:	November 11,
To:	Rachel Sullivan

nber 11, 2025 11:09 PM

To: Cc:

Erica Kellogg; Glenys Tanesia

Subject:

Re: Guests reviews & FAO

Hi Rachel.

Thank you for your kind note and update. We're glad to hear that the first meeting was helpful — it felt like a great starting point for future collaboration.

The ideas around improving the web presence sounds wonderful and much needed. We really appreciate the METC's efforts to bring local businesses and accommodation providers together, and we look forward to contributing in any way we can as things move forward.

All the best for METC meeting tomorrow!

Warmly, Suriayani & Glenys

On Tuesday, November 11, 2025 at 01:06:08 p.m. EST, Rachel Sullivan <rsullivanonthelake@gmail.com> wrote:

Thank you so much Suriayani and Glenys! We appreciate you both taking the time to compile these lists and sharing it with us. We also appreciate your thoughts on the business directory.

Although we didn't have a large turnout for our first meeting with area accommodation providers, we found it very helpful and we look forward to continuing to work together. The METC is meeting tomorrow to discuss next steps which we anticipate will be centred around an improved web presence that covers the topics we discussed (better business directory; FAQs; how to spend your time in the area; etc). We'll be in touch!

Thanks again, Rachel

On Mon. 10 Nov 2025 at 23:09.

wrote:

Hello Erica and Rachel, Hope you are doing well.

Sorry, this email just got to both of you now.

Following our meeting, Glenys and I put together a summary of what our guests shared about their experience from their stay, some FAQ, etc.

Places/Activities Recommended:

- cornball store x3
- magnetawan locks
- algonquin shop
- great nature trails + nature: chipmunks, loons, deer,
- seguin valley golf course
- trestie brewing co.
- sundridge crystal cave
- island cruise
- screaming heads x3
- magnetawan grill
- fishing in the lake

- magnetawan bait and tackle
- concert on the lawn

Amenities/things they like at our cottage

- hot tub and sauna
- paddleboarding/canoe/kayak
- kids playing on the beach
- diving off the dock
- large family dinners outside
- pool and darts, puzzles, movies in the basement
- large campfire by the lake
- stars gazing, northern lights (rare)

FAQ

We provide the guests with a list of nearby activities/point of interest, stores, etc. and frankly, did not receive that many questions from them.

However below are a few that some have asked outside the information we have provided:

- nearby hospital
- nearby boat rental
- nearby trails
- ev charging

Recommendations to website:

The Business Directory has a great deal of information. It will be easier to find what we are looking for if the contacts are separated by categories, such as food/restaurant/catering, contractor, general/convenient stores, services, accommodation, etc.

Hopefully the above are somewhat helpful.

Warmly, Suriayani





Denise Neuman

the falls lock area...was there in October...love this area

3w Like Reply Share 400



Paula Gilroy-Stauffer

The locks? The river and falls?

3w Like Reply Share

View all 2 replies



Leslie Ann

There are the magnetawan locks and dam trail. There's also a lighthouse on Lake cecebe

JW LIKE INCPLY JULIE



Stephen Garrison

Magnetawan bait and tackle

3w Like Reply Share 14



Kenneth White · Follow

In guessing the answer isn't "me".

3w Like Reply Share 3



Noel Hogan

The magnetic hill

3w Like Reply Share



Judy Orman-Yetta

The small town feel.

3w Like Reply Share 2



Stevan Petrakovic

Nature's reset.

2... Lika Donly Chara



Karen Botham The beautiful park

Like Reply Share





Thea Dukes

Karen Botham I love the park so much

3w Like Reply Share



Karen Botham

Me too, we went as children with our parents and now as adults. We love our nostalgic visits. We usually grab a bite to eat (take out) and go sit out with our little doggie at the park.



David Arthur John Breckenridge

The strawberry icecream cone cutout mounted on the brick wall outside of the convenience store?

3w Like Reply Share



Donald Dionne

I love the beautiful little parks on either side of the locks. And the nice restaurant on the corner

Like Reply Share Like Reply Share



Paul Alcock

OMG, there are so many that there is no way to create a list that something won't be missed. Both Lakes are Beautiful, free boat launch, Bean on the Dock coffee, free summer concerts, Canada day celebrations / fireworks, Saturday morning market, local restaurants, Best pizza anywhere (thanks Aurora), Old man Creeks trail and waterfall, Screaming heads, kayaking the Distress, Bears Den for brunch, afternoon ice cream (pick your location: Cornball, snack shack, Bears Den or a tub of Kawarthas Black Raspberry Thunder from Bait and Tackle, Sunsets, star filled skys, Almaguin highland players shows, cliff jumping at Echo rock, and if you are lucky, a fresh walleye in the frying pan. I know this list does not cover it all but its a start.

3w Like Reply Share





Roland St-Denis

On Saturdays in July or August, the small waterpark at Echo Beach Cottage Resort on the small part of magnetawan river. Between 12 and 2 pm

3w Like Reply Share



George Martin

The Locks, Dam and Centennial Park are the main draws. The Schmeler House holds some of its old charm.

3w Like Reply Share



Tracy Hayes

The whole area is awesome! Hikes, beaches and cute unique local owned stores!

3w Like Reply Share





John Graham

The People

3w Like Reply Share 🖒





Marielyn Young

The parade August weekend and the fair

2... I ::-- D---- Ch---



Jade Snell

Screaming Heads!

3w Like Reply Share 2



Gloria Cassidy

Pack a picnic & charter a pontoon boat ride through the locks into Ahmic Lake with Scotty's Tours. You can even take your fishing rod.

3w Like Reply Share



Boomer Murphy

The amazing ppl for sure

3w Like Reply Share





Jim Shand

Liquor store

3w Like Reply Share 5



Luigi Miceli

The great fishing!



Jeanine Desroches-Jankowski Minimally-touched nature!

3w Like Reply Share



Kordula Reinhartz

Riding Icelandic Horses 🙂





John Luke

The locks and Museum, hands down. Without them there is no Magnetawan. All due respect for all the comments. It's a tough question for sure. Thank you all.

3w Like Reply Share





Stephanie Urry

Mine was the farmers market but it never changrs.

3w Like Reply Share



ShelleyAnn Sterling

Old man's falls

зw цке керіу эпаге 😃



Kellie Shelar Walker

The lakes in the Summer!

3w Like Reply Share



Jimmy Fiorini

visiting? if coming from a highly populated area or major city it is 100% the fresh air and peace and quiet. just get out and enjoy the outdoors and the farmers market on a Saturday with a visit to locks, beach/park, snack shop or grill & grocery, cornball. also don't be shy and enjoy yourself -, even if you consider yourself an introvert, let loose for one day and enjoy conversations, laughter and stories

3w Like Reply Share



Sherry Hosmer

For me it's my friends Barb and Al, Mac and Ingrid, the farmers market and Bait and Tackle.

3w Like Reply Share





Carol Russell

Those are my reasons too Sherry Hosmer plus other relatives too. Dean, Melinda etc