



AGENDA

Magnetawan Economic Tourism Committee (METC)

Tuesday February 4th, 2025, 1:00pm

Ahmic Harbour Community Centre

OPENING BUSINESS

- 1.1 Call to Order
- 1.2 Adoption of the Agenda
- 1.3 Declaration of Pecuniary Interest
- 1.4 Adoption of Previous Minutes

ITEMS BROUGHT FORWARD

- 2.1 Draft Recruitment Package

DISCUSSION ITEMS

- 3.1 Almaguin Tourism Forum - ACED
- 3.2 Focus Groups - Planning Events
 - Brainstorming
 - Event Planning session
 - Invite list
 - Presentation

FOR INFORMATION

- 4.1 Almaguin Highlands Chamber of Commerce February 2025 Newsletter

ADJOURNMENT

- 5.1 Confirm the Proceedings of Committee and Adjourn



**Magnetawan Economic Tourism Committee (METC)
Meeting Minutes
January 17th, 2025**

The meeting of the METC was held on Wednesday, January 16th, 2025, 10:00am at the Magnetawan Community Centre with the following present:

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

OPENING BUSINESS

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

1.2 2025 Appointment of Chair and Vice Chair

RESOLUTION 2025-01 – Lewis - Ramsey

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee appoints the below persons for up to a one-year term, with potential of re-appointment:

*Rachel Sullivan as Chair, and
Angela Ramsey as Vice Chair.*

Carried

1.3 Adoption of the Agenda

RESOLUTION 2025-02 Lewis – Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as amended to include the appointment of Chair and Vice Chair, discussion on Wrap Up Almaguin unofficial statistics and the Almaguin Tourism Forum.

Carried.

1.4 Adoption of Previous Minutes

1.5 RESOLUTION 2025-03 Lewis - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the November 27th, 2024 meeting as presented.

Carried.

ITEMS BROUGHT FORWARD

2.1 Social Media Policy – Municipality of Magnetawan

Discussion regarding the potential creation of a new Social Media presence vs. utilizing the existing Municipality of Magnetawan's Social Media platforms for Committee purposes took place. The

Committee confirmed that at this time a presence may be premature. The Committee would like the Secretary to research social media policies and bring the findings to the next meeting.

2.2 Draft Recruitment Package

The Committee discussed and reviewed the draft package. Member Lewis will make revisions to bring the draft recruitment call out with the rubric presented and will provide an update at the next meeting. Members agree that final Recruitment package can be released on social media prior to the focus groups with a target return date for letters of interest mid March or early April for Council to review.

DISCUSSION ITEMS

3.1 Wrap Up Almaguin – debrief and unofficial statistics

A fulsome discussion regarding the Wrap Up Almaguin incentive took place. Members were pleased with the unofficial statistics. The Members committed to creating a thank you post and personalize thank you cards for each participating business. Chair Sullivan will create a general message that can be included in the personalized thank you cards once ACED releases the official results of Wrap Up Almaguin.

3.2 ACED Brand Alignment and Regional Signage Plan

Information was shared with the Committee about the Regional Signage project proposed by ACED. Magnetawan will not at this time be participating. The Committee is looking to affirm priorities while being financially responsible with the proposed 2025 budget.

3.3 Almaguin Tourism Forum – ACED

Member Lewis will attend the Tourism Forum being held January 22nd at the Katrine Community Centre, hosted by ACED.

3.4 Focus Groups – Planning Events

The Committee determined the next meeting will singularly focus on planning the focus groups. Members discussed gathering examples of tourism information to be utilized in a 'wall papering' exercise for the focus groups. In addition to the stakeholder engagement, discussion around a public 'open house' took place. The Committee feels in addition to various stakeholders, the public should have an opportunity to contribute to METC's priorities.

ADJOURNMENT

5.1 Adjournment

RESOLUTION 2025-05 Lewis - Ramsay

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adjourns this meeting at 11:55am to meet again on March 4th, 2025 at 1:00pm or at the call of the Chair.

Carried.

Approved by:

Chair, Rachel Sullivan

Secretary, Erica Kellogg

CALL FOR APPLICATIONS

The Magnetawan Economic Tourism Committee (METC) is seeking applicants to fill existing vacancies. Established in 2024, this Committee of volunteers is mandated to market and promote Magnetawan as a tourism destination for long-term, year-round growth.

If you would like to be part of this exciting collaborative opportunity, Council is interested in hearing from you! Share with us a one-page letter outlining your work history, committee work, community involvement and any tourism-related experience you might have. Letters can be emailed to planning@magnetawan.com, dropped off at the Municipal Office in person, or placed in our afterhours drop box. Submissions will be accepted until March 17th, 2025.



January Events



South River Lions Club
Presents

Winterfest

2025

February 3 - 9

Various events throughout the week,

- **Mon-Fri** -Cribbage & Euchre, Trivia / Paint Nights,
- **Sat** -Pancake Breakfast,
-Maple Syrup Snow Taffy & Snowball Games,
-NAISA Interactive Display,
-Chilli lunch & penny Sale,
-Crystal Cave Exhibit,
-Dinner & Dance w silent auction,
- **Sun** -Free Skate at arena,

Check out South River Lions FB page for more info

www.facebook.com/SouthRiverLionsClub/

Kids - come out to
Tom Thomson Park on
Sat. Feb. 8th for Maple
Taffy and Snowball
Target Games!!!

Katrine Winter Karnival

FRIDAY, FEB. 21, 2025

6:30pm

BOWLING - \$12 (GIVES YOU ENTRY ALL WEEKEND)

Call Marina Brandt Hammond to sign up: 705.787.8780 or use this QR Code

Location: Riverbowl

9pm - 12am - Donation at Door (for weekend entry wristband)

DANCE - LIVE BAND

PRIZES, SILENT AUCTION & ELIMINATION DRAW

Location: Katrine Community Centre - 6 Browns Drive, Katrine

SATURDAY, FEB. 22, 2025

11am - 12:30pm - Donation at Door (for weekend entry wristband)

OUTDOOR ACTIVITIES

- DIY Toboggan Competition
- Log Sawing & Nail Driving Competition
- Outdoor Kids Games

12pm - 6:30pm

INDOOR EVENTS - KATRINE COMMUNITY CENTRE

Live Music - Double D Performance (12pm-3:30pm)

- Davey Meloy (4:00pm - 7:00pm)

Silent Auction, Elimination Draw, Food Booth & Bar

4:30pm - 6:30pm

HAM DINNER - KATRINE COMMUNITY CENTRE

Adult \$20 | Under 10 \$10

SUNDAY, FEB. 23, 2025

9am - 12:30pm

PANCAKE BREAKFAST ADULT \$10 | UNDER 10YRS \$5

11am & 11:30am

SILENT AUCTION ENDS . ELIMINATION DRAW BEGINS



AHCC New Member Feature-

Welcome to Almaguin Highlands Chamber of Commerce!

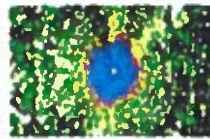


Founded 2001 & operates the NAISA North Media Arts Centre including the Gallery, Café and the NAISA & Work Studio. Interactive artworks, Artists' performances and workshops within four annual festivals:

- **Deep Wireless Festival of Radio & Transmission Art,**
- **Springscapes,**
- **Sound Travels Festival of Sound Art**
- **SOUNDplay**

Want to know more?

Reach out direct - 705-386-0880 Em: naisa@naisa.ca Web: naisa.ca



AHCC New Member Feature-

Welcome to Almaguin Highlands Chamber of Commerce!



2370 Eagle Lake Rd. South River #705-386-0056 ~ All your needs in a one stop shop!

- | | |
|--|--|
| -Grocery items | - Local area clothing |
| -Rentals, Canoes / SUP, Mountain Bikes | - Fuel |
| -Fishing & Boating Gear | - Order a pizza or grab a tasty ice cream! |

AHCC New Member Feature-

Welcome to Almaguin Highlands Chamber of Commerce!



Email: admin at: warblersroost.ca
Website: warblersroost.ca
Phone: 705 978 4231
3785D Eagle Lake Road, South River











**warbler's
ROOST**
A Country Inn ~




AHCC New Member Feature-


Welcome to Almaguin Highlands Chamber of Commerce!

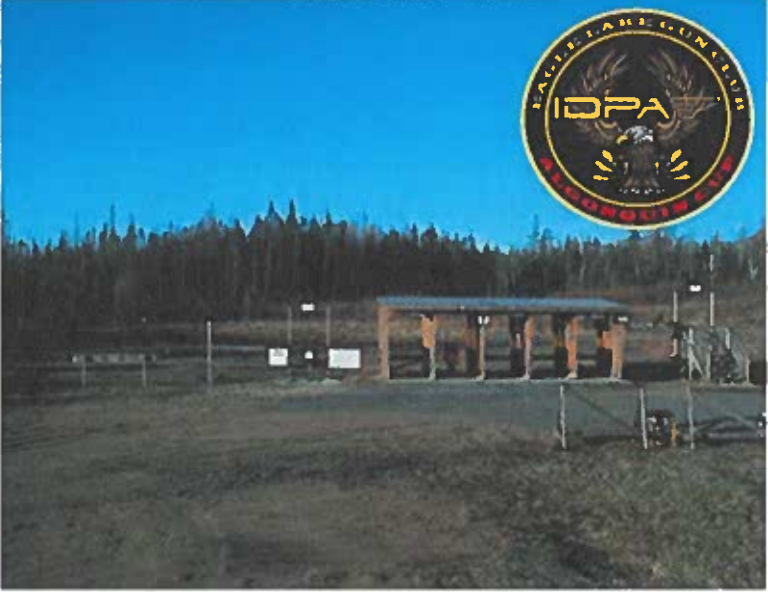





Eagle Lake Gun Club









Veteran & Novice enthusiasts alike, check out the Eagle Lake Gun Club.

For more info on events or membership reach out to: EagleLakeGunClub@gmail.com



AHCC Chamber Up-Coming Event

Last week in Feb. After Hours Networking Social with Graydon Smith!

Location Burk's Falls, full details still to be confirmed-

Exact date and location will go out in a few weeks, as well as link for pre-registration.

Watch for it in your Chamber Communication / emails!



Submit Your Articles for Consideration!

AHCC Community Guide Magazine-

This is an annual publication with year-round circulation.

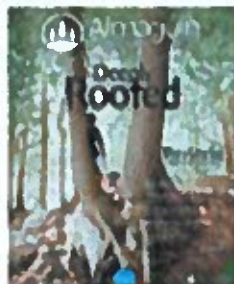
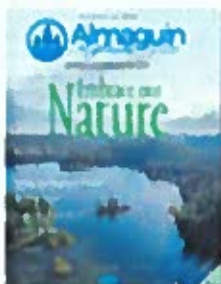
Its purpose is to service and promote the entire Almaguin Highlands Region.

We are currently looking for articles that tell a local story that conveys something unique and interesting about the Almaguin Highlands.

2025 Community Guide Article Guidelines:


- Articles must be between 500-750 words
- The editor may make exceptions based on editorial considerations
- Articles selected for publication may be edited for spelling, punctuation, style, content / length
- The writer will receive a final proof for approval prior to publication
- If providing photos, please ensure they are high-quality, high-resolution images.
- Articles must be submitted by April 15th, 2025
- Not all submissions are guaranteed to be published.
- To discuss an idea for an article, or to submit an article, please contact:

ahccguideads@gmail.com





January Events



Presenting


Saturday Night Live.

Featuring the popular local band

Hit Rewind

Saturday, 01 February, 2025
6.00 pm to 8.30 pm

To Book Your Table, Call 1-705-387-9292



A February Craft Market

CALLANDER COMMUNITY CENTRE
SATURDAY FEBRUARY 1ST
10AM-2PM
FREE ENTRY

For More Info Contact:
Thecraftcollectivecanada@gmail.com



KEARNEY DOG SLED RACES

FEBRUARY 8th & 9th, 2025



BURK'S FALLS

WINTER - CARNIVAL -

Music | Food | Ice Skating | Ball Hockey | Games | Vendor Market

Family and Friends 3 on 3 Ball Hockey Tournament invites teams of six players to compete in a fun and exciting event, with pre-registration required at a cost of \$20 per team. The winning team will take home half of the total registration fees as their prize. For more information please email recreation@burksfalls.ca

11 AM - 1 PM ON ICE OBSTACLE COURSE
11 AM - 1 PM SKILL COMPETITION
1 PM - 2 PM PUBLIC SKATING
2 PM YETI CALLING COMPETITION
2:30 PM 50/50 PUCK DROP

16 FEBRUARY, 2025 | 11:00AM - 3:00PM
ARMOUR, RYERSON, AND BURK'S FALLS MEMORIAL ARENA



Almaguin
Highlands
CHAMBER
OF COMMERCE

February 2025
Newsletter

AHCC Chamber Initiatives-



Jan. 2nd ~ Mar. 31, 2025

Hey Chamber Members!

Refer another non-chamber business from the Almaguin area and reap the rewards! Each referral that results in a meet n' greet with us to review and discuss of the benefits of Chamber Membership will receive one ballet entry into a draw for free Advertising!

As a further incentive – any referral that results in a new member sign-up we will reimburse the referring member a \$50 cash back refund off their 2025 membership fee!

(Up to a max. pay-out for 3 new sign-ups)

This can result in as much as \$150 in total savings!

For the draw, the winning entry will receive a 1/8 -page AD in our Community Guide Magazine, as well as 40 x :30 co-branded spots on Hunter's Bay Radio- at no charge!

That's \$1,055 in total advertising value!

Advertise With Us!

**We're gearing up for the next issue of the
Almaguin Community Guide Magazine!**

**Media Kits & Early Bird Discount Pricing for
Advertising in the 2025 / 2026
Community Guide Publication-
available **NOW!****

**For more info on either the Referral Program or
Guide Magazine Advertising, contact us at:**

almaguinhighlandschamber@gmail.com

