



AGENDA

Magnetawan Economic Tourism Committee (METC)

Thursday January 16th, 2025, 10:00am

Ahmic Harbour Community Centre

OPENING BUSINESS

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

ITEMS BROUGHT FORWARD

- 3.1 Social Media Policy - Municipality of Magnetawan
- 3.2 Draft Recruitment Package

DISCUSSION ITEMS

- 2.1 Wrap Up Almaguin - debrief
- 2.2 ACED Brand Alignment and Regional Signage Plan
- 2.3 Focus Groups - Planning Events
- 2.4 General Discussion - needs, wish lists, future projects

FOR INFORMATION

- 4.1

ADJOURNMENT

- 5.1 Confirm the Proceedings of Committee and Adjourn



**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

THE CORPORATION OF THE MUNICIPALITY OF MAGNETAWAN

BY-LAW NO. 2018 - 34

Being a By-law to adopt a social media policy.

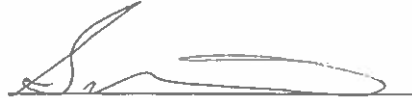
WHEREAS Section 10 of the *Municipal Elections Act, 1996, S.O. 1996, c.32*, as amended, authorizes municipalities to provide any service or thing that the municipality considers necessary or desirable for the public;

NOW THEREFORE the Council of the Corporation of the Municipality of Magnetawan enacts as follows:

1. **THAT** the *Magnetawan Social Media Policy* shall be adopted, attached hereto as Schedule 'A' and forming part of this By-law.
2. **THAT** this By-law shall come into force and effect on the date of its passing.

READ A FIRST, SECOND, AND THIRD TIME, passed, signed and the Seal of the Corporation affixed hereto, this 23rd day of May, 2018

**THE CORPORATION OF THE
MUNICIPALITY OF MAGNETAWAN**



Mayor



Clerk-Administrator

SCHEDULE 'A' TO BY-LAW 2018-34
MAGNETAWAN SOCIAL MEDIA POLICY

POLICY STATEMENT

The Municipality of Magnetawan is committed to communicating and engaging effectively with all ratepayers, visitors and stakeholders in a variety of ways to reach individuals with a vested interest in the municipality, including Social Media platforms.

PURPOSE

The purpose of this policy is to promote the advancement of the Municipality of Magnetawan, and to inform our ratepayers, visitors and the general public, via Social Media platforms, about ongoing and upcoming events, Municipal news & public notices, Council Meeting Agendas and Minutes, posting local photos and area videos, as well as other pertinent information that is deemed beneficial.

DEFINITIONS

Social Media: means the web-based technologies and sites (often called Web 2.0) and includes blogging, microblogging (Twitter), photosharing (Flickr, Instagram), video sharing (YouTube), webcasting (Blogtv), and networking (Linkedin, Facebook, wikis, blogs, discussion boards) which allow users to interact with each other by sharing information, opinions, knowledge, photographs and interests.

Employee means any person employed by the Municipality of Magnetawan and Council Members

Follow means to subscribe to a social media account of another user and receive their posts as updates.

Social Media Coordinator means the Municipality of Magnetawan staff and representatives tasked with posting and reviewing content on Corporate Social Media platforms.

Political Material means comments or posts made by politicians, supporters or otherwise, for the purpose of political gain.

Municipality of Magnetawan Social Media Platforms means social media platforms created and managed by municipal staff and representatives. For an up-to-date list, visit www.magnetawan.com/social-media.

APPLICATION

No employee (Municipal staff and Council Members) shall use municipal Social Media platforms to endorse, advertise or benefit for personal gain in any way, shape or form, including but not limited to Municipal Election Campaigns. No Employee shall post or publish municipal information that is confidential. Confidential information includes such things as unpublished materials, documents & statistics, current and future projects, financials, facts and figures and other pertinent Municipal details. As Employees you are bound by the terms of the Municipality of Magnetawan, its policies and procedures, codes of conduct and By-laws.

Social networking applications shall be executed following the same guidelines as other Municipal communication applications. The following information will be permitted:

- Information pertaining to the Municipality's business and events
- Information pertaining to events held in the Municipality's facilities
- Information pertaining to Public Health and Safety (road closures, inclement weather, etc.)

The Clerk-Administrator shall designate the Social Media Coordinators for the Municipal Social Media Platforms. Employees may be given access to Municipal Social Media Platforms through the approval of the Clerk-Administrator.

PROCEDURES

1. Creating a Municipal Social Media Platform

- a. Employees and committee/board members wishing to use a social media site should work with the Clerk-Administrator or their designate to discuss specific goals and objectives.
- b. Employees and committees/boards of Council must have approval from the Clerk-Administrator, prior to establishing a social media platform on behalf of the Municipality of Magnetawan.
- c. Login and password information must be provided to the Clerk-Administrator.

2. Administering Municipal Social Media Platforms

- a. All municipally-owned social media platforms shall be administered by the Social Media Coordinator.
- b. The Recreation Supervisor may create content and post to municipal Social Media platforms with approval from the Social Media Coordinator.
- c. When a Social Media Coordinator leaves the Municipality of Magnetawan, all passwords shall be changed for the municipal-owned social media sites to which they had access.
- d. An appropriate disclaimer or other terms and conditions, as approved by the Clerk-Administrator, must be posted to the Municipality of Magnetawan's Social Media page on the municipal website, which will be accessible from all social media platforms.
- e. Content on the Municipality of Magnetawan's Social Media platforms will be monitored by Social Media Coordinators who are responsible for:
 - i. Correcting misinformation and ensuring content is up-to-date;
 - ii. Ensuring responses to wall posts, in-box messages and discussion comments are made in a timely manner
 - iii. Removing any post that is considered to be false, defamatory, abusive, hateful, obscene, racist, sexually-oriented, threatening, discriminatory, or invasive of someone else's privacy;
 - iv. Denying access to or blocking users who continue to post inappropriate or offensive comments.

3. Internal/External Content

- a. Comments, posts, and messages are welcome on municipal social media platforms provided they do not contain:
 - i. Obscene, racist, or otherwise discriminatory content;
 - ii. Personal attacks, insults, or threatening language;
 - iii. Plagiarized material or copyright material;
 - iv. Confidential information published without prior consent;
 - v. Promotion of political candidates or other political material.

- b. All posts must be monitored by delegated Municipal Social Media Coordinator who may delete any message, if a submission violates guidelines or is any other way inappropriate. If a user continues to post messages that violate the guidelines, the user may be blocked from using the platform. If you believe a submission to any municipal social media site violates the guidelines, please report it immediately to the Clerk-Administrator or Deputy Clerk.

4. Council/Committee/Board Members and Social Media

- a. Members of Council are welcomed and encouraged to participate in social media, through their own accounts, while respecting the Council Code of Conduct. Member of Council are encouraged to also follow the Municipality's social media accounts and share the content posted.
- b. The Municipality of Magnetawan Social Media pages will follow any current Member of Council's social media account, which are used to promote municipal and community information. (ie. Strictly personal accounts will not be followed). All accounts owned by Members of Council will be un-followed, and no further material will be shared on the Municipality of Magnetawan's Social Media pages as of the start of nomination period for any municipal elections or by-elections.
- c. If any accounts belonging to non-incumbent candidates are being followed, they will also be un-followed and no further material will be shared on the Municipality of Magnetawan's Social Media pages as of the date they file nomination papers.
- d. Any violations of the Code of Conduct by Council/Committee/Board Members will be dealt with according to the process outlined in the Code.

BREACH OF POLICY:

A breach of this policy by an employee is a matter that will result in disciplinary actions, up to and including termination.

DISCLAIMER:

The Corporation of the Municipality of Magnetawan is not responsible for comments made by subscribers or members related to its social media applications and reserves the right to remove any content that is inappropriate for any reason at any time. Third party social media pages are private businesses with their own terms of service and privacy policies. The Municipality of Magnetawan does not accept responsibility for the operation of third party social media sites and is unable to guarantee the privacy of individuals who access content provided to such sites by The Municipality. In conclusion, by providing any information, photos, videos and other such materials to The Municipality of Magnetawan through comments made on its social media platforms, you grant The Municipality of Magnetawan an unrestricted, perpetual, irrevocable, worldwide, royalty-free license to use, reproduce, display, publicly perform, transmit and distribute the information and other such materials.



The Municipality of Magnetawan established an Economic Tourism Committee (METC) in 2024. The Members of the METC having been working to market and promote Magnetawan as a tourism destination for long-term, year-round growth.

The Municipality is seeking letters of interest to file existing vacancies in the Magnetawan Economic Tourism Committee. If you have an interest in the community, can share and support new and existing tourism projects and destinations, Council is interested in learning more about you. Share with us a simple one-page letter outlining your work history and/or community involvement, along with anything else you'd like to share. Letters can be sent to planning@magnetawan.com by email or if preferred, at the Municipal Office in person or in our afterhours drop box. Submissions will be accepted until March 17th, 2025.

DRAFT



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

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 seven (5-7) 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

Approved by:

Chair, Rachel S
Rachel Sullivan Oct 16/24
Board Designate Date

Secretary, Erica Kellogg
[Signature] Oct 16/24
Municipality’s Designate Date

Criteria	Description	Score (1-5)	Comments
Relevant knowledge	Demonstrates experience in tourism, hospitality or community engagement		
Knowledge of Magnetawan	Familiarity with Magnetawan attractions, events, organizations.		
Commitment	Ability to commit to meetings, tasks or events hosted by METC		
Communication	Strong ability to articulate ideas, engage with stakeholders, and promote tourism initiatives		
Passion for Tourism	Enthusiasm for supporting and promoting tourism and community development		
Networking	Ties to local businesses, community groups or tourism stakeholders		

2025 Focus Group Input on Future Direction



**Municipality of
Magnetawan**

DRAFT

Agenda

- METC Mission and Mandate
- Background and input received to date
- Work to date
- Proposed Budget 2025 submission
- Feedback on Project Ideas & Prioritizing
- Next Steps

METC Mission & Mandate

- 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:

- *To promote tourism in Magnetawan (which includes the development of tourism products)*

METC Background & Input received to date

- 2024 Survey Respondents indicating an interest in participating in a committee were invited to submit application for METC
- High level survey results
 - 163 surveys completed
 - 39.5% primary residents; 58% seasonal residents; 2.4% other (work in Magnetawan / transient tourists)
 - 74% between the ages of 55-64+
 - 73% would like to see tourism sector grow; although cautionary approach noted (e.g. calls to maintain “quiet small-town atmosphere” and “without ruining the natural environment and small-town charm”)
 - Local tourism information sources: Facebook (66%); word of mouth (59%); Municipal website (58%)
 - Many felt summer months reasonably busy; focus on shoulder season
 - Project ideas noted: refrigeration unit for ice surface; increasing hiking trails and add snowshoeing on trails; kayak rentals; sidewalk chalk art; rubber duck races over the locks; fishing derby; ‘rainy day’ activities for children; expansion / support for current businesses; development of downtown core (‘four corners’) and the ‘island’

METC Work to date

- Initiated Tourism Asset Inventory (evergreen document)
- Wrap Up Almaguin
- Networking (e.g. Tourism Summit; Almaguin Highlands Chamber of Commerce; Explorers' Edge; FedNor; etc.)
- Review of previous studies
- Budget 2025 Submission

Proposed Budget 2025: Project Ideas

- Language was specifically kept vague to allow for flexibility
- Signage
- Event Participation
- Publication Advertisements
- Focus Groups

DRAFT

Feedback on Project Ideas & Prioritizing

- Factors to consider:
 - Projects vary in size and scope
 - Some projects are longer term in nature
 - Limited resources
 - Looking for early wins to help build momentum
- Roundtable on project ideas
- Any other ideas to consider?

Next Steps

- Collaborative Team approach needed
 - METC is volunteer committee
 - Cannot do it alone
 - Opportunity for sub-committees with external participation
- Recruiting new members
 - Municipality to put call out seeking additional volunteers