



## **Magnetawan Economic Tourism Committee (METC)**

### **Meeting Minutes, December 8<sup>th</sup>, 2025**

The meeting of the METC was held on Tuesday, December 8<sup>th</sup>, 2025, 10:00 am with the following present:

Rachel Sullivan (Chair)  
Angela Ramsay (Vice Chair)  
Dave Antle  
Bill Bishop  
Brenda Fraser  
Joan Lewis  
Rob Ross (electronic participation)  
Francine Yolkowskie  
Erica Kellogg (Secretary)

#### Regrets

#### **OPENING BUSINESS**

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

**1.2 Adoption of the Agenda**

*RESOLUTION 2025-49 Ramsay - Fraser*

***BE IT RESOLVED THAT*** the Magnetawan Economic Tourism Committee adopts the agenda as presented.

*Carried.*

**1.3 Adoption of the Previous Minutes November 19<sup>th</sup>, 2025**

*RESOLUTION 2025-50 Ramsay - Fraser*

***BE IT RESOLVED THAT*** the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee Minutes from the November 19<sup>th</sup>, 2025 meetings as presented.

*Carried.*

#### **DISCUSSION ITEMS**

The Chair welcomed with thanks Councillor Bill Bishop to METC. METC Members introduced themselves and shared a bit about themselves and why they chose to volunteer for the Committee.

**2.1 Welcome Councillor Bill Bishop to METC**

*RESOLUTION 2025-51 Ramsay - Fraser*

***WHEREAS*** the Magnetawan Economic Tourism Committee (METC) passed Resolution 2025-45 requesting a member of Council be appointed to the Committee to support a coordinated effort to support tourism related endeavours;

**WHEREAS** the Council for the Municipality of Magnetawan passed Resolution 2025-303 appointing Councillor Bill Bishop to the Magnetawan Economic Tourism Committee for the term of 2022-2026; **NOW THEREFORE BE IT RESOLVED THAT** Members of the METC welcome with thanks Councillor Bill Bishop to the Committee.

*Carried.*

## **2.2 Kurt Hagan – Strategic Creative Brief**

The Chair introduced Kurt Hagan to the Committee and thanked Mr. Hagan for engaging with the Committee. Mr. Hagan discussed with the Committee that when considering marketing and advertising options, the key is knowing your audience. For METC purposes, focus should be placed on the weekly or bi-weekly visitors. When reviewing the METC survey results to date, a reoccurring theme within response as to why visitors chose Magnetawan is water and nature. These two areas should be leveraged.

Additionally, the Chair suggested the Committee consider purchasing urls that would align with future tourism advertising and marketing.

The Chair thanked Mr. Hagan again for his presentation and the Committee discussed next steps. The consensus was that a draft presentation should be provided to the Committee followed by a presentation to Council. The presentation would include a draft logo and tagline which would be utilized in tourism messaging for the Municipality.

### ***RESOLUTION 2025-52 Ramsay - Fraser***

**NOW THEREFORE BE IT RESOLVED THAT** the Magnetawan Economic Tourism Committee (METC) thanks Kurt Hagan for attending and presenting a Strategic Creative Brief during the December 8<sup>th</sup>, 2025 meeting.

*Carried.*

### ***RESOLUTION 2025-53 Lewis - Antle***

**WHEREAS** the Magnetawan Economic Tourism Committee (METC) has discussed the Strategic Creative Brief presentation made by Kurt Hagan during the December 8<sup>th</sup> 2025 meeting;

**AND WHEREAS** the METC has requested Kurt Hagan and Less Soos, Multidisciplinary Creative Director, to present to Council a draft tag line with possible visual graphics at a future meeting;

**NOW THEREFORE BE IT RESOLVED** METC Members recognize the significant effort made to date on the Strategic Creative Brief therefore METC agrees to provide Kurt Hagan and Les Soos an honorarium of \$1000 each in 2025 to compensate ongoing work;

**AND FURTHER** METC commits 2026 budgetary funds to reimburse travel expenses associated with the in-person presentation.

*Carried.*

## **2.3 Website Discussion and Next Steps**

The Chair gave an overview of the website mock up shown to Municipal Staff for suggested revisions. The Committee agreed a list of toggles is needed to further support the search bar feature allowing tourism specific searches to be conducted. The Committee also commented that they

would like to see revisions to the event calendar wherein a full description of an event is readable rather than how information pertaining to events is currently showcased.

METC will continue to work with Municipal Staff regarding suggested revisions to the Municipal website and the possible creation of a tourism specific page on the Municipal website.

Member Ramsay volunteered to gather possible “frequently asked questions” which would further support the proposed tourism specific page.

#### **2.4 Accommodation Outreach – Results to Date**

The Committee discussed results from the accommodation outreach email sent by the Secretary on behalf of Member Ross. The results included information on the number of beds each accommodation establishment has as well as operational months, and how visitors learn about the business among other key indicators.

#### **2.5 Wrap Up Almaguin – Progress to Date**

Members Bishop and Ramsay committed to picking up paper ballots from participating businesses ensuring manual entry of ballots is completed prior to the contest deadline.

#### **2.6 Meeting with Noel Walker from FedNor – Rachel and Dave Update**

Chair Sullivan informed the Committee Noel Walker visited Magnetawan and specifically met up with METC's Chair and Member Antle on December 8<sup>th</sup>. Mr. Walker was also introduced to Members of Council on the same day by the Chair.

#### **2.7 2026 Meeting Dates**

After much discussion the Committee determined that the second Monday of every month will be a meeting date unless conflict arises.

#### **ADJOURNMENT**

##### **5.1 Adjournment**

*RESOLUTION 2025-54 Ramsay – Bishop*

***BE IT RESOLVED THAT*** the Magnetawan Economic Tourism Committee adjourns the meeting at 12:30 pm, to meet again January 12<sup>th</sup>, at 10:00am.

*Carried.*

Approved by:

  
Chair Rachel Sullivan

  
Secretary Erica Kellogg



1 2 3

