



AGENDA

Magnetawan Economic Tourism Committee (METC)

Wednesday October 16th, 2024, 10:00am

Magnetawan Community Centre

OPENING BUSINESS

- 1.1 Call to Order and Welcome by the Secretary
- 1.2 Adoption of the Agenda
Declaration of Pecuniary Interest

INFORMATION ITEMS

- 2.1 Appointment of Board Chair
- 2.2 Appointment of Board Vice Chair
- 2.3 Resignation of Member Niagara
- 2.4 DRAFT Magnetawan Economic Tourism Committee Mandate
- 2.5 Magnetawan Asset Map
- 2.6 Regional Economic Development - Almaguin 6th Annual Red Gala

DISCUSSION ITEMS

- 3.1 General Discussion - future projects for 2025 Municipal budget consideration

ADJOURNMENT

Erica Kellogg

From: Erica Kellogg
Sent: October 7, 2024 3:10 PM
To: Erica Kellogg
Subject: FW: Declaration form

From: Marinko <marinkoniagara@gmail.com>
Sent: September 24, 2024 8:45 PM
To: Erica Kellogg <ekellogg@magnetawan.com>
Subject: Re: Declaration form

Hi Erica, at this time, I have to politely decline my involvement with the committee - I am far too busy with work and other commitments to meaningfully contribute.
My apologies and all the best with your work, Marinko.



Municipality of Magnetawan

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)** ~~six (6)~~ 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,

Board Designate Date

Secretary, Erica Kellogg

Municipality’s Designate Date

| Beaches | Publicly accessible beaches. | Non-publicly accessible beaches. |
|--------------------------|---|---|
| | Magnetawan Centennial Park | Maijac Cottages and Marine |
| | Ahmic Harbour Beach (https://magnetawan.com/explore/places-to-visit/parks/ahmic-harbour-beach/) | |
| | | |
| Boating | Boat tours/cruises. Marinas. Boat launch ramps that are publicly accessible. | Private boat launches with no open public access. |
| | Town boat launch | Port Carmen Marina |
| | Sparks Street Boat Launch | Ahmic Lake Resort https://www.ahmiclakeresort.com/ 50 boat slips; boat rentals; Fuel service (patrons can boat in) |
| | Ahmic Marine | |
| | Port Carmen Marina | |
| Camps | Youth camps that attract out-of-region visitation. | Day camps. |
| | Camp Klahanie (http://campklahanie.com/) | |
| | Camp Kahquah (https://campkahquah.com/) | |
| | Camp Chikopi (https://www.campchikopi.com/) | |
| Camping / RVs | Camp sites and trailer parks that predominantly attract out-of-region visitation. | |
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| Canoe / Kayak / Paddling | Outfitters, and outlets with rentals. Beaches and waterbodies identified as suitable for leisure canoe and kayaking. Businesses providing canoe/kayak lessons. Identified canoe and kayak routes. | Stores selling canoes/kayaks that primarily serve the local community, e.g. Canadian Tire. |
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Sheet1

| Culinary | Locally owned and operated/specialty bars, restaurants, and culinary experiences. | Bars, restaurants, and culinary experiences that are commonly found in other communities (e.g. chains), and those that offer fare and/or an experience that is commonly found in other communities. |
|------------------|---|---|
| | Magnetawan Grill (closed for winter) | |
| | Aurora Pizza | |
| | Magnetawan Snack Bar | |
| | Algonquin Fine Foods – food truck | |
| | Tanners | |
| | The Swiss Country House | |
| | The Cornball Store (catering may end) | |
| | Rockwynn Lodges and Cottages – Bean on the Dock https://rockwynncottages.ca/ | |
| | Croswell's Mercantile (https://www.facebook.com/p/Croswells-Mercantile-61550) | |
| Cultural Tourism | Unique cultural experiences and attractions within the region that are not found ubiquitously outside of the region. | Cultural experiences and attractions within the region that are found ubiquitously outside of the region. |
| | | |
| | | |
| Cycling | Cycle paths/trails. Outfitters/stores with rentals | Bike shops that cater primarily to the local residents. |
| | https://magnetawan.com/explore/places-to-visit/trails-cyc | |
| | Burk's Falls to Parry Sound Loop (164km) (https://ridewithgps.com/routes/9126917) | |
| | AIM Triangle (65km) (https://ridewithgps.com/routes/15379128) | |
| | Hwy 124 Wide Shoulder Tour (152.2km) (https://ridewithgps.com/routes/12767435) | |
| | Rodeo Rd. Loop (45.5km) (https://ridewithgps.com/routes/12758261) | |

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|-------------------------------|---|---|
| | Bait Shop Loop (7.8km) (https://ridewithgps.com/routes/12733343) | |
| | Eagle Lake Loop (67.4km) (https://ridewithgps.com/routes/12767651) | |
| | McKellar via the Bunny Trail (140.4km) (https://ridewithgps.com/routes/12768051) | |
| | Ahmic Lake Route (40.3km) (https://ridewithgps.com/routes/15079510) | |
| Event / Conference Facilities | Facilities that provide a unique or different draw for organizers and attendees. An example in Oro Medonte would be Burls Creek. | Hotel conference rooms, banquet halls, and other event/conference facilities that are commonly found in other communities and provide no unique draw for organizers or attendees. |
| | | Ahmic Lake Resort https://www.ahmiclakeresort.com/ |
| | | Magnetawan Community Centre |
| Festivals / Events | Festivals/events that draw visitors from outside the region. | Festivals/events for which attendance is primarily local. |
| | Magnetawan Fall Fair | |
| | Cecebe Waterways Regatta | |
| Fishing | Fishing charters. Outfitters. Specialty stores that have a substantial out-of-area customer base. Bodies of water suitable for fishing that are likely to attract out-of-region visitation for fishing. | |
| | Ahmic Lake | |
| | Home Lake | |
| | Lake Cecebe | |
| | Magnetawan River (https://magnetawan.com/explore/history/magnetawan-river) | |
| Gaming | Casinos | Hotels |
| | | |

Sheet1

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| Golfing | All courses. | n/a |
| | The Ahmic Club https://www.facebook.com/profile.php?id=100083529485 | |
| | | |
| | | |
| History / Heritage | Buildings/attractions with historical/heritage links, that provide a historical service. E.g. museums, historic experiences etc. | Buildings with heritage status that are not used for a heritage/history-based use. |
| | Heritage Museum Centre | |
| | | |
| | | |
| Music Venues | Music venues that currently, or have potential, to host concerts and events that attract out-of-region visitation. | Venues that host predominantly local musical concerts and events. |
| | | Lions Club Arena |
| | | The Village Green |
| | | |
| Nature-based Tourism | Nature parks, conservation areas, provincial parks, national parks. | n/a |
| | Knoepfli Falls | |
| | Landmarks – Echo Rock, Shipwreck, the Lighthouse | |
| | Fagans Falls | |
| | Dams and Locks | |
| Organized Tours | Tour companies operating in the region that attract significant out-of-region visitation. | n/a |
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| Parks | Parks with facilities/amenities/attractions that attract visitors from outside of the region. | Neighbourhood parks and others that primarily cater to local residents. |
| | Ahmic Harbour Beach | |

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| | Croft Recreational Park | |
| | Magnetawan Centennial Park | |
| Shopping | Stores/complexes that attract visitors from outside of the region. Specialty stores/complexes such as outlet malls. | Stores/complexes that primarily serve the local population and/or are found ubiquitously outside of the region. |
| | Algonquin Fine Foods | Magnetawan Hardware |
| | | |
| Spa / Wellness | Spa/wellness facilities that attract out of region visitation. | Spa/wellness facilities that primarily cater to local residents. Spa/wellness facilities that are chains that are found in communities outside of the region. |
| | | Village Locks Hairstyling and Barbershop |
| | | |
| Sports Tourism | Facilities and events that attract visitors from outside of the region. Facilities and events that provide specialist sports experiences. Facilities and events that allow for high performance athlete training and development. | Sports facilities and events that primarily serve the local community. Sports facilities that are found ubiquitously outside of the region. Community-scale sports facilities. |
| | SOS Drags – snowmobile races (https://www.facebook.com/SOSDrags/) | Municipally sponsored activities – exercise classes; yoga; archery lessons; pickleball; roller skating |
| | Cecebe Waterways Regatta (https://cecebewaterways.ca/regatta/) | Lions Club Arena |
| | | Community Centre |
| | | Lion’s Park (swim lessons) |
| Trails | All | n/a |
| | https://magnetawan.com/explore/places-to-visit/trails-cyc | |
| | Magnetawan Locks – Dam Trail (1.5km) | |
| | Ahmic Lake Trail (50km) | |
| | Comelia Levering Broadmeadows Trail | |
| | Ahmic Lake Golf Club Trails (5km – PRIVATE) | |
| | Old Green House Trails (15km – PRIVATE) | |

Sheet1

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| | Woodlands Trails (2km – PRIVATE) | |
| | Faylawn Farm Trails (1.5km – PRIVATE) | |
| | Trans Canada Trail | |
| Visitor Information | Visitor information points that primarily function for this purpose. | Locations that offer visitor information, but that primarily function for other purposes. |
| | | Municipal website |
| | | Rockwynn Lodges and Cottages https://rockwynncottages.ca/ |
| | | Ahmic Lake Cottagers' Association https://www.facebook.com/groups/502403146441624/ |
| | | Cecebe Waterways Association https://cecebewaterways.ca/ |
| | | Library |
| | | Post Office bulletin board (inside and outside) |
| | | Municipal emails |
| | | Town Hall bulletin board |
| | | Town Hall Electronic sign |
| | | Local social media websites |
| | | SMR hosts |
| | | |
| Watersports | Destinations for watersports. Outfitters. Marinas. | Stores and other businesses selling water sport supplies that are ubiquitous in other communities. |
| | | Bait and Tackle |
| | | |
| Winter Sports | Ski hills. Snowshoe trails. Outfitters, and stores with rentals. Snowmobile rentals. | Stores selling winter sport supplies that primarily serve the local community, e.g. Canadian Tire. |
| | Snowshoeing and cross country skiing along shoreline | Home Hardware |

Sheet1

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| | Snowmobile trails (Magnetawan Ridge Runners Snowmobile Club https://www.facebook.com/Magnetawan.Ridge.Runners.Snowmobile.Club) | |
| OTHER | | |
| | well treed shoreline including protected spaces | |
| | 40 miles of boating | |
| | Magnetawan Horticultural Society | |
| | Magnetawan Agricultural Society | |
| | Magnetawan Lions' Club – free swim lessons, various community events | |
| | Friendship Centre | |

Draft



6TH ANNUAL RED GALA

Prosperity By Design

Keynote Speaker Penny Tremblay

Collaborating in a Multi-Generational World

Penny Tremblay, author of *Sandbox Strategies for the NEW Workplace*, [Rowman & Littlefield 2022] shares her red hot relevant and current research of top trends for collaborating in a multi-generational workplace, along with her strategies of building productive, peaceful and profitable relationships at work.



Event Details

- ✦ Catered meal by North Point
- ✦ \$30 At the Door
- ✦ Cash Bar with Copperhead Distillery
- ✦ Business Panel

17 | **OCTOBER**
AT 06 : 00 PM

SOUTH RIVER - MACHAR COMMUNITY CENTRE

1 LINCOLN AVE, SOUTH RIVER

RSVP

INFO@WOMENSOWNRESOURCE.ORG

