Magnetawan Economic Tourism Committee (METC)

Meeting Minutes

9:00am, Wednesday, October 21, 2026

Magnetawan Community Centre

Committee members in attendance:
Chair Rachel Sullivan
Dave Antle
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross (electronic participation)

Regrets
Vice Chair Angela Ramsay

Staff members in attendance:
Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

1.1 **Call to order**

The meeting was called to order

1.2 **Adoption of the Agenda**

RESOLUTION 2026-25 Fraser-Antle
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee adopts the agenda as presented.
Carried.

1.3 **Disclosure of Pecuniary Interest**

Chair Sullivan stated that should anyone have a disclosure of pecuniary interest that they could declare the nature thereof now or at any time during the meeting.

1.4 **Adoption of Previous Minutes**

RESOLUTION 2026-26 Bishop-Lewis
BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee approves and accepts the Magnetawan Economic Tourism Committee minutes from the July 27, 2026 meeting as presented.
Carried.

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DISCUSSION ITEMS

2.1 **Resignation Committee Member Francine Yolkowskie August 22, 2026**

RESOLUTION 2026-27 Antle-Fraser

BE IT RESOLVED THAT the Magnetawan Economic Tourism Committee regretfully accepts the resignation of Francine Yolkowskie and thanks her for her service to the Committee.

Carried.

2.2 **METC Workplan Updates**

2.2.1 **Tourism Promotional Product Development**

2.2.1.1 **Signage and Brochure Racks**

Member Lewis noted some non-tourism businesses have added their materials to the brochure rack. For now material will be allowed until space becomes an issue. These other businesses are being told about the business directory and encouraged to add their information. Member Lewis working on additional signage materials to note the display provided by METC and to indicate how material can be added. Tracking of the update of brochures is being done.

2.2.1.2 **Website Development**

Secretary Brandt will update website and directory as a result of the closure of Tanners and Ahmic Apiaries. Chair Sullivan noted work still outstanding on section to promote 'Magnetawan-of-a-kind' products and gift ideas.

2.2.1.3 **Update of Discovery Routes Adventure Trail Maps Partnership Opportunity**

Secretary Brandt noted we still haven't received updated maps even though we were told they would be ready in July.

2.2.2 **Establishing Ongoing Dialogue with Accommodations Providers**

2.2.2.1 **Outreach to Accommodation Providers**

2.2.2.2 **Accommodation Provider's Exit Survey**

Members Bishop noted not a lot to report. STAs still not responding to outreach. Staff have recommended waiting until new Council in place and then look at METC request to include a permission form at the time of licensing authorizing METC to reach out to the licensed STA.

2.2.3 **Merchandise**

Members Antle and Ross presented some ideas for consideration and feedback was to focus on the following items:

- T-shirts
- Fridge magnets
- Coasters (maybe package a few)
- Ball caps – Chair Sullivan brought a sample and will follow up with the supplier who provided caps with embroidered logo
- Cookies – Member Fraser to pursue
- Shopping bags

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Other considerations included coffee mugs and giblets for crocs and maybe a calendar in the future that could use photos from a photo contest. May engage professional area photographers to assist with a photo contest.

Members Antle and Ross have been working with staff to understand how the purchase and sale of items need to be handled. As a Committee of Council, METC follows the same rules as the municipality so merchandise cannot be sold at a profit. The general idea is to sell some merchandise at cost which can be 'reinvested' to purchase additional merchandise. The committee continues to be aware of the concern that METC could be seen as taking business away from other private retailers that are selling 'Magnetawan' products at a higher / for-profit price point.

Before any sales take place, money management and inventory controls need to be sorted out.

As Member Ross will be away for a few weeks, Chair Sullivan will work with Member Antle to sort out orders and determine how sales and/or free distribution of merchandise will be handled in time for the Christmas market.

2.2.4 **Industry Support**

2.2.4.1 **Development of Generic Tourism Promotions Presentation**

Chair Sullivan and Member Antle noted that Rural Affairs has been contacted and agreed to provide a report from their Analyst program which could be helpful with some of the content.

2.2.4.2 **Outreach to OMAFRA re Possibility of redoing a FICE Program**

Chair Sullivan reported Rural Affairs has suggested we provide some suggested meeting times for an information overview of FICE as well as the Business Retention and Expansion (BRE) program. It was suggested we look at dates after the new Council is in place and include both Deputy Clerks in the meeting. Chair Sullivan to request potential dates from Rural Affairs.

2.2.4.3 **Annual Forum**

Chair Sullivan and Member Fraser noted they will report back with a proposed plan. May look at longer timeframe for the April 10, 2027, forum. Focus has been on the Small Business Week event – Magnetawan Business Connects. Speakers from the event expressed interest in participating the forum. Advance notice for the April 2027 date was initiated at the recent event.

2.2.5 **Proposed Changes to Terms of Reference and Next Steps – ON DESK**

Chair Sullivan presented updated draft and the following changes were agreed to:

- Mission Statement: text amended in last line to "…grow Magnetawan's tourism industry, and support and assist with overall business development."
- Mandate: remove second line ("For greater certainty, the expression 'promotion of tourism' includes the development of tourism promotional products.")
- Recruitment and Appointment of Committee Members:
    - minimum of 6 to 12 members
    - Designated positions: add designated position for Council representative

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- Add note to indicate Terms of Reference will be reviewed annually to ensure it remains relevant and reflective of the community it aims to serve.

There was a discussion about expanding the scope to include all sectors, however, it was felt that as a volunteer committee responsible for implementing initiatives, the focus should remain on the tourism sector while allowing some flexibility for initiatives that could be opened up to all sectors such as the recent Small Business Week event. There was discussion about how engaged citizens have been with the current election and while some commentary may be negative there seems to be an interest in building and supporting the community and it would be good to capitalize on this interest in community building.

Chair Sullivan to update the draft and circulate it to staff for a final review before submitting it to the new Council.

2.2.6 **Development of Brand Use Guidelines**
Item deferred as Vice Chair Ramsay was not present.

2.3 **Magnetawan Christmas Market, Saturday, December 5, 2026**
Secretary Brandt secured a spot in the Market for METC. Chair Sullivan and Members Antle and Lewis to work on a plan for the event including backdrop.

2.4 **Draft Presentation to Council**
Chair Sullivan to work on the draft. Staff recommended METC regroup after the inaugural meeting and presentation and discuss a budget request at that time.

2.5 **Business Connect Event, October 20, 2026 and Small Business Week**
Event well received. Agreement to look at this as an annual event open to all sectors. A follow up email with presentation materials will be going out to participants and those who expressed interest but were unable to attend.

2.6 **Outcome Commercial Rentals Updating of Fees and Charges By-law**
This item will be discussed at the Magnetawan Community Centre Board next week. Included in the meeting materials will be a staff report noting other area municipalities do allow commercial rental use of municipal kitchens; and the letters from METC and Francine Yolkowskie to Council regarding the draft bylaw. Staff confirmed there were no issues following the rental of the kitchen by the Kvas' and they intend to rent the kitchen again as allowed under the current bylaw.

2.7 **Recruitment / Membership intentions**
If the new Council retains the METC, current members are expected to remain.

2.8 **Budget Update**
Remaining funds to support the Christmas Market initiative and merchandise.

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2.9 **Wrap-Up Almaguin – ON DESK**
Chair Sullivan noted that ACED has launched the Wrap-up Almaguin program but no invitation to participate was received.

FOR INFORMATION
3.1 Working Group Notes September 28, 2026
3.2 Northern Ontario Travel, Just Add Water
3.3 Destination Digest, New CEO, New Insights and More
3.4 Explorers' Edge Almost August A Lot to Share as We Head Into Fall
3.5 New Interpretive Sign Celebrates Magnetawan's Artistic Heritage
3.6 Dinner and a Drive-In Movie Event Poster and Instructions
3.7 ICYMI Council Highlights September 9, 2026 and Motion 2026-250
3.8 Report from Deputy Clerk Laura Brandt Year End Report Locks and heritage Museum Centre
3.9 Report from Deputy Clerk Laura Brandt Skate/Walk Trail Splash Pad Project
3.10 Report from Deputy Clerk Laura Brandt 3rd Quarter Report Recreation and Communications
3.11 Report from Deputy Clerk Laura Brandt Revitalization of Croft Recreational Park
3.12 Billboard Hwy 124 from Ahmic Harbour to Magnetawan Park Poster
3.13 Explorers' Edge October 2026 Update **– ON DESK**
3.14 Algonquin Fine Foods and The Bear's Café Meet & Greet **– ON DESK**

As the meeting went longer than anticipated and there is a lot of important updates in the For Information section, members asked to review the items and indicate if anything should be added to the next agenda package to allow time to ask questions or make comments.

ADJOURNMENT
4.1 **Confirm the Proceedings of Committee and Adjourn**
RESOLUTION 2026-28 Lewis-Bishop
BE IT RESOLVED THAT the Magnetawan Tourism Committee adjourns this meeting at 11:40am to meet again on Wednesday, November 25th, 2026, at 9am or at the call of the Chair.
Carried.

Approved by:

Chair

Secretary

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