



Magnetawan Economic Tourism Committee (METC)

Working Group Meeting

AGENDA

1:00 PM, Monday, September 28, 2026

25 Poplar Lane

Google Meets: <https://calendar.app.google/TczSB9G2uETHPddQA>

OPENING BUSINESS

- 1.1 Call to order
- 1.2 Adoption of the Agenda
- 1.3 Disclosure of Pecuniary Interest

DISCUSSION ITEMS

- 2.1 METC Workplan Updates (including budget and resources going forward)
 - 2.1.1 Establishing ongoing dialogue with Accommodation Providers
 - 2.1.2 Tourism Promotional Product Development
 - 2.1.2.1 Signage and Brochure Racks
 - 2.1.2.2 Website development
 - 2.1.2.3 Update on Discovery Routes Adventure Trail Maps Partnership Opportunity
 - 2.1.3 Merchandise (*I'll have remaining bags, shirts and signage*)
 - 2.1.4 Industry Support – Internal
 - 2.1.4.1 2027 Forum - April 10, 2027
 - 2.1.4.2 Training for businesses
 - 2.1.5 Industry Support – External
 - 2.1.5.1 Development of generic tourism promotions presentation
 - 2.1.5.2 Update on discussions with Rural Affairs
 - 2.1.6 Proposed changes to Terms of Reference (draft attached)
 - 2.1.6.1 Defining business development in Terms of Reference

ADJOURNMENT

- 4.1 **Confirm the Proceedings of Committee and Adjourn**