



Magnetawan Economic Tourism Committee (METC)

Working Group Meeting

Minutes

1:00 PM, Monday, September 28, 2026

Committee members in attendance:

Chair Rachel Sullivan
Vice Chair Angela Ramsay
Dave Antle
Bill Bishop
Brenda Fraser
Joan Lewis
Rob Ross

Regrets

Deputy Clerk Laura Brandt (Secretary)

OPENING BUSINESS

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

Meeting began at 1:10pm.

DISCUSSION ITEMS

2.1 METC Workplan Updates (including budget and resources going forward)

2.1.1 Establishing ongoing dialogue with Accommodation Providers

Members Bishop and Ross provided an update (*document attached*). Challenges with getting responses continues especially from STA operators. Discussed ways to increase participation including having an information package provided when license approved (Member Bishop to talk to staff); getting new Council to encourage STAs to form an association; incentivise with some sort of Welcome Package (would link with Merchandise). Chair Sullivan to provide contact information for STA operators (Suriayani Suriayani and Glenys Tanesia) to Member Bishop. Member Bishop to follow up with staff to obtain survey results to date.

Chair Sullivan to work on updates to tourism asset inventory so that it can be sorted by category (such as accommodations).

2.1.2 Tourism Promotional Product Development

2.1.2.1 Signage and Brochure Racks

Member Lewis noted the brochure rack at Algonquin Fine Foods was fixed and uptake of brochures much higher than the rack at the Heritage Museum. Member Lewis is tracking how many brochures are being collected and this information could be reported to participating businesses. Additional signage will be purchased and added to the rack noting it provides tourism information and contact information for anyone with questions or wanting to be included. Suggest budgeting \$2,000 per rack for future installations in other locations in the municipality. Also want to look at a moveable rack (on wheels) that could be used at locations such as the Farmers' Market.

2.1.2.2 Website development

Chair Sullivan noted pages were soft launched and plans to add something to showcase 'Magnetawan-of-a-kind' product / gift ideas. She'll ask about Google Analytics for new tourism web pages and purchasing new urls – magnetawantourism.com and magnetawantourism.ca. Staff confirmed a separate website is possible. Chair Sullivan to follow up with staff to understand what rules need to be followed as it would still be subject to same rules as municipal website, how updates will be handled, etc. Even though company can be hired to design new site, content development still needs to be handled, and it has been challenging to get businesses to respond / approve information. All members asked to look at websites (e.g. <https://www.exploresouthriver.ca/>) and identify design elements desired. 2027 budget – anticipate asking for similar funds and earmarking majority for new website. Earlier research document listing some other tourism sites and area designers to be circulated.

2.1.2.3 Update on Discovery Routes Adventure Trail Maps Partnership Opportunity

Still waiting for maps which were expected back in July.

2.1.3 Merchandise

Discussed positive feedback of the logo on recent merchandise (shirts and bags). People willing to buy shirts – one was sold. Members Ross and Antle to look at purchasing METC backdrop and additional merchandise with remaining 2026 budget. Plan to have in place for the Magnetawan Christmas Market. The goal will be to sell some merchandise that can support other projects especially if most of 2027 budget could be earmarked for website. Inventory systems will have to be developed. Member Fraser offered to provide receipt books. Chair Sullivan to ask staff about METC purchasing a square to facilitate sales and purchase easels for interchangeable messaging.

2.1.4 Industry Support – Internal

2.1.4.1 2027 Forum - April 10, 2027

Date selected and Members Fraser and Sullivan to begin planning. Suggestions to create a feedback survey for the forum for future ideas and look at a keynote speaker focused on marketing and / or AI.

2.1.4.2 Training for businesses

Committee agreed to support idea for an information session for businesses featuring presentations from NOHFC and PSCBDC that was brought forward by Secretary Brandt. Members Fraser and Sullivan to follow up proposing a Small Business Week timeframe (week of October 19th).

2.1.5 Industry Support – External

2.1.5.1 Development of generic tourism promotions presentation

Member Antle aims to have draft by end of October.

2.1.5.2 Update on discussions with Rural Affairs

Chair Sullivan reported on positive conversation with Pierrette Desrochers from Rural Affairs and will set up a conference call to provide more in-depth information on programs Desrochers offered to assist us with – First Impression Community Exchange (FICE) and Business Retention and Expansion (BR&E) program.

2.1.6 Proposed changes to Terms of Reference (draft attached)

2.1.6.1 Defining business development in Terms of Reference

Committee agreed to have more detailed discussion about defining business development at the next meeting. Chair Sullivan to update Terms of Reference to have dedicated seats for key representatives including one for a commercial accommodation provider and one for licensed STAs.

ADJOURNMENT

4.1 Confirm the Proceedings of Committee and Adjourn

Next meeting Wednesday, October 21st at 9am. Agenda items to include updated Terms of Reference, Presentation to Council and Committee recruitment.

Meeting ended at 3:20pm.