

Tourism Advisory Panel Agenda (TAP)

On Monday, November 20, 2023 at 3:00PM

In Person - Town Hall Council Chambers (2nd Floor)

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – October 23, 2023
4.	Public Question/Comment (Only Addressing Items on the Agenda)
5.	Disclosure of Additional Items
6.	Delegations - NONE
7.	Presentations by Staff/Others - NONE
8.	Municipal Accommodation Tax – Treasurer, Melanie Kirkby 1. MATTAX statement
9.	Correspondence - NONE
10.	Unfinished Business <ul style="list-style-type: none"> • TAP marketing sub-committee update • Scope deliverables to council <ul style="list-style-type: none"> ○ Section 3 of the terms of reference
11.	Discussion of Additional Items
12.	Next Meeting – TBD
13.	Adjournment

TOWN OF GANANOQUE
General Ledger Trial Balance



Fiscal Year : 2023
 Account : 1-?-17000-???? To 1-?-17000-????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Balance	Budget Amt - BV
FUND	1					
CLASS	4			REVENUE		
CATEGORY	17000			Municipal Accomodation Tax		
1-4-17000-4000				MAT Levy	-304,768.28	-285,000
Category Total					-304,768.28	-285,000
REVENUE Total					-304,768.28	-285,000
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation Tax		
1-5-17000-5400				Administration	15,000.00	15,000
1-5-17000-5431				Tourism Advisory Panel	88,494.82	100,000
1-5-17000-5600				Transfer to TIAP	170,000.00	170,000
Category Total					273,494.82	285,000
EXPENDITURE Total					273,494.82	285,000
OPERATING Total					-31,273.46	0
REPORT TOTAL					-31,273.46	0

Tourism Advisory Panel			
Subject:	Terms of Reference	Issued by:	Council
Applies to:	Tourism Advisory Panel		
Amending By-law No.:	2021-040	Amending Date:	March 16, 2021
Amending By-law No.:	2021-035	Amending Date:	March 2, 2021
Amending By-law No.:	2021-005	Amending Date:	January 12, 2021
Amending By-law No.:	2020-076	Amending Date:	June 16, 2020
Establishing By-law No.:	2019-099	Effective Date:	October 15, 2019

1. Background/Mandate:

While it is the legislative mandate of a Municipal Council to make the final decision on all matters that affect the Municipality, the role of an Advisory Panel is to provide recommendations, advice and information to Town Council on specialized matters. These matters assist in enhancing the quality of life of the community, in keeping with the Municipal Council's goals and objectives. The funds collected by Municipal Accommodation Tax (MAT) are to be used to promote tourism in Gananoque. Advisory Panel members shall conduct themselves in keeping with the Town's policies, procedures, directives and Procedure By-law.

2. Authority:

Authority transfer is restricted to the scope described herein, unless an amendment is explicitly authorized by Council.

3. Scope

3.1. The Tourism Advisory Panel reports to the Town Council and:

- 3.1.1. Is responsible for developing an annual Municipal Accommodation Tax Action Plan with broad consultation by stakeholders in compliance with Part XII.1 of the *Municipal Act, 2001* and Transient Accommodation Tax Regulation 435/17.
- 3.1.2. By November of every year, recommends the upcoming annual budget allocation of Municipal Accommodation Tax funding to Council for its approval.
- 3.1.3. Ensures that initiatives complement, not duplicate, the efforts of the Thousand Islands Accommodation Partnership (TIAP) whose duties are Destination Marketing Programs, Liaison with the Industry (Destination Ontario and Canada, Tourism Industry Association of Ontario, Regional Tourism Organization 9, etc.)
- 3.1.4. In cooperation with Town staff and TIAP (where applicable), leverage funds through matching grants and sponsorship.
- 3.1.5. Annually, submit a financial report with an overview of accomplishments.

3.2. The Tourism Advisory Panel serves as an advisory, resource and information support group to the Municipal Council.

4. Reports To:

4.1. The Tourism Advisory Panel reports to Council.

5. Composition:

5.1. Membership:

5.1.1. Qualifications:

- 5.1.1.1. Demonstrated knowledge and understanding of tourism accommodation operations and marketing;
- 5.1.1.2. Proven analytical and decision-making skills;
- 5.1.1.3. Experience working on a committee, task force or similar setting;
- 5.1.1.4. Availability and willingness to attend meetings; and
- 5.1.1.5. Excellent oral and written communication skills.

5.1.2. Members:

- 5.1.2.1. The Advisory Panel shall consist of eight (8) voting members and two (2) non-voting members:
 - Member(s) Council – 2 (or designate)
 - Accommodation Sector who do not pay commercial taxes (i.e. Heritage Tourist Inn, B&B, Short-term Accommodations) – 3 (or designate)
 - Accommodation providers who pay commercial taxes (i.e. hotels, motels) – 2 (or designate)
 - TIAP – 1 (or designate)
 - BIA – 1 (non-voting) (or designate)
 - Chamber of Commerce – 1 (non-voting) (or designate)

***Heritage Tourist Inn**

Means a building with historic and architectural merit on a large property in which no more than six guest rooms are made available for the temporary (no more than 30 days) accommodation of the travelling public. Such an establishment may offer meals to guests staying at the Inn, but shall not offer services to non-guests.

**** Hotel**

Means an accommodation usually containing 25+ rooms and several floors. They generally have staircases, elevators and internal corridors that lead to the rooms.

*****Motel**

Means an accommodation usually having less than 25 rooms, and generally have a one- or two-floor layout with guests accessing their rooms directly from the parking lot.

******Short-Term Accommodation**

Means any third-party home-sharing listing entity.

5.1.3. Absence:

- 5.1.3.1. Any member who is absent from three (3) consecutive regular meetings without leave of absence or without satisfactory reason shall forthwith cease to be a member and the Recording Secretary shall advise the Clerk.

5.1.4. Resignation of Member(s):

Any member wishing to resign shall provide their resignation in writing to the Chair with a copy to the Clerk and a copy to the sector members.

5.1.5. Filling Vacancies:

Each sector group shall recommend to Council a representative and designate for Council consideration/approval.

5.1.6. Term:

5.1.6.1. The Term of office for Advisory Panel members shall end with the term of Council, unless otherwise legislated.

5.1.6.2. The Advisory Panel is a standing Committee / Advisory Panel of the Council. The Term of the Advisory Panel is indefinite and may be only disbanded by Council.

5.1.6.3. Meetings of any Committee of the Council or Advisory Panel shall be open to the public, except for internal working group(s) or as provided in the Act.

6. Support Resources:

6.1. Technical Advisor: The Treasurer (or designate) shall be the Technical Advisor and the Manager of Community Services (or designate) shall be the alternate.

6.2. Recording Secretary: Tourism Coordinator

6.3. Attendance by the Technical Advisor (or designates) and Recording Secretary shall be mandatory for all meetings.

7. Procedures:

7.1. The Advisory Panel shall establish a meeting schedule and publish to the Town's website. The schedule shall include at least four (4) regular meeting per year.

7.2. All sitting members eligible to vote, including the Chair, must vote.

7.3. Provide the approved minutes, signed by the Chair and Recording Secretary to the Clerk for the official records. With respect to the last meeting prior to an election, the minutes shall be approved as per the Procedural By-law.

7.4. The Terms of Reference constitutes the Administrative Practices and Procedures of the Panel.

8. Quorum:

8.1. Reference Procedure By-law.

8.2. If no quorum is present fifteen (15) minutes after the time appointed for a meeting, the Recording Secretary shall record the names of the members present and the meeting shall stand adjourned until the date of the next meeting.

9. Conflict of Interest:

9.1. The principles of the Council Code of Conduct Policy, apply to this Advisory Panel. Failure to adhere to this requirement will result in the individual being removed from the Advisory Panel.

10. Remuneration:

10.1. There is no annual stipend for members of the Advisory Panel.