



**Tourism Advisory Panel Agenda**

On Thursday, August 4, 2022 at 10:30AM Online meeting through

**WebEx Teleconference Toll Free Number: 1-833-311-4101**

**Access code: 2633 494 5583**

**Meeting Password: T97pApcPXB3**

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m96d16fbe8af63fb1dd4e806e0cd79532>

<b>1.</b>	<b>Call Meeting to Order</b>
<b>2.</b>	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>
<b>3.</b>	<b>Approval of Minutes – July 7, 2022</b>
<b>4.</b>	<b>Public Question/Comment (Only Addressing Items on the Agenda)</b>
<b>5.</b>	<b>Disclosure of Additional Items</b>
<b>6.</b>	<b>Delegations - None</b>
<b>7.</b>	<b>Presentations by Staff/Others - None</b>
<b>8.</b>	<b>Municipal Accommodation Tax – Treasurer, Melanie Kirkby</b>  1. MATTAX statement 2. Funding year-to-date
<b>9.</b>	<b>Unfinished Business</b>  1. Council Approved budget deviation
<b>10.</b>	<b>New Business</b>  <ul style="list-style-type: none"> <li>• Gananoque Arts Network (GAN) Funding Application for Culture Days</li> <li>• Event advertising</li> </ul>

<b>11.</b>	<b>Correspondence - None</b>
<b>13.</b>	<b>Next Meeting</b>
<b>14.</b>	<b>Adjournment</b>

The Town invites and encourages people with disabilities to attend and voice their comments in relation to accessibility related reports. For those who are unable to attend, the Town encourages the use of the Customer Feedback Form found on the Accessibility Page on the Town's website.



### Tourism Advisory Panel Minutes

On Thursday, July 7, 2022 at 6:00PM Online meeting through  
**WebEx Teleconference**

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
<b>Chair:</b>	Matt Harper	Melanie Kirkby, Treasurer
	Meg Dabros (Katherine C. alternate)	Amanda Trafford, Business Development Coordinator
	Lisa Robichaud	
	Jeff Brown	
	Peter Sweet	
	Trusha Tanna	
	Ted Lojko	
<b>Non-Voting:</b>	Jan Murray	
<b>Regrets:</b>	Dave Osmond	
	Kathrine Christensen	
	John Nagy	

1.	<b>Call Meeting to Order</b> – Chair called meeting to order at 6:05pm	
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>	<b>NONE</b>
3.	<p><b>MATTAP Motion #2022-35 – Approval of Minutes from June 2, 2022</b></p> <p><b>Moved by:</b> Peter Sweet      <b>Seconded by:</b> Jeff Brown</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, JUNE 2, 2022 MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
4.	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda)	<b>NONE</b>
5.	<b>Disclosure of Additional Items</b>	

	<ul style="list-style-type: none"> <li>• Discussion for additional funding for the Festival of Lights events and marketing in addition to the Kiosks.</li> <li>• Susan Push</li> </ul>	
<b>6.</b>	<b>Delegations</b>	<b>NONE</b>
<b>7.</b>	<b>Presentations by Staff/Others</b>	<b>NONE</b>
<b>8.</b>	<p><b>Municipal Accommodation Tax – Treasurer, Melanie Kirkby</b></p> <ol style="list-style-type: none"> <li>1. MATTAX statement at July 5, 2022 <ol style="list-style-type: none"> <li>a. Melanie provided an overview of the current financial statement</li> </ol> </li> <li>2. Funding year-to-date <ol style="list-style-type: none"> <li>a. Melanie provided an update</li> </ol> </li> </ol>	
<b>9.</b>	<b>Unfinished Business</b>	
	<ol style="list-style-type: none"> <li>1. GBM Application <ol style="list-style-type: none"> <li>a. Discussed the Remaining Funds \$15,000 for GM Signage from 2021 application.</li> <li>b. Identification signage, pouring of concrete and history of rink.</li> <li>c. Meg provided a breakdown</li> </ol> </li> <li>2. King Street Banners <ol style="list-style-type: none"> <li>a. Amanda presented panel with images of banners that are located down at Joel Stone Park</li> <li>b. We would like to keep the consistency throughout Town</li> <li>c. Panel agreed to use the same banners</li> <li>d. Amanda to also add a “Stay with Us Banner”</li> </ol> </li> </ol> <p><b>MATTAP Motion #2022-36 – The Tourism Advisory Panel Approves King Street Banner Design</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Matt Harper</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE DESIGN PRESENTED FOR THE BANNERS TO BE INSTALLED KING STREET EAST BETWEEN CHARLES STREET AND CHARMICHAEL DRIVE.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

	<p><b>MATTAP Motion #2022-37 – The Tourism Advisory Panel Approves \$10,000 for GBM Signage</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Matt Harper</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF THOUSAND ISLANDS ACCOMIDATION PARTNERS (TIAP) IN TH EAMOUNT OF \$10,000 FOR THE REMAINING GORD BROWN MEMORIAL CANADA 150 OUTDOOR RINK (GBM) SIGNAGE.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
<p><b>10.</b></p>	<p><b>New Business</b></p>	
	<p>3. Funding Request – Festival of Light 4. Marketing &amp; Infrastructure</p>	
	<p><b>MATTAP Motion #2022-38 – The Tourism Advisory Panel Approves \$15,000 for Wooden Kiosks</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Lisa Robichaud</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF WOODEN KIOSKS IN THE AMOUNT of \$15,000.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
	<p><b>MATTAP Motion #2022- 39 The Tourism Advisory Panel Approves \$5,000 for Festival of Lights Marketing.</b></p> <p><b>Moved by:</b> Trusha Tanna <b>Seconded by:</b> Peter Sweet</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF GANANOQUE FESTIVAL OF LIGHTS IN THE AMOUNT OF <b>\$5,000 FOR EVENT MARKETING.</b></p> <p style="text-align: right;"><b>CARRIED</b></p>	
	<p><b>MATTAP Motion #2022- 40 The Tourism Advisory Panel Approves \$5,000 for Festival of Lights Marketing.</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Peter Sweet</p>	

	<p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF GANANOQUE FESTIVAL OF LIGHTS IN THE AMOUNT OF <b>\$5,000 FOR EVENT COSTS.</b></p> <p style="text-align: right;"><b>CARRIED</b></p>	
<b>11.</b>	<b>Correspondence</b>	<b>NONE</b>
<b>12.</b>	<p><b>Discussion of Additional Items</b></p> <ul style="list-style-type: none"> <li>• Susan Push Train <ul style="list-style-type: none"> <li>○ TAP would like to assist the Heritage Advisory Panel to have old Susan Push Train painted back on the train. Amanda to discuss with Heritage and bring costing back to TAP.</li> </ul> </li> <li>• TAP would like to request a budget deviation</li> <li>• Start Planning Session <ul style="list-style-type: none"> <li>○ The panels member agreed that the strategic planning session was no longer required.</li> </ul> </li> </ul> <p><b>MATTAP Motion #2022- 41 – TAP to request Budget deviation</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Trusha Tanna</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL RECOMMENDS THAT COUNCIL APPROVE A BUDGET DEVIATION FOR THE TOURISM ADVISORY PANEL IN THE AMOUNT OF \$19,000, TO BE FUNDED FROM THE \$7,000 CONTRIBUTION FROM TIAP AND BY A \$12,000 DRAW FROM THE MUNICIPAL ACCOPMODATION TAX (MAT) RESERVE.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
<b>13.</b>	<b>Next Meeting:</b> Thursday, August 4, 2022 at 10:30 AM	
<b>14.</b>	<p><b>MATTAP Motion #2022-42 To Adjourn Meeting</b></p> <p><b>Moved by:</b> Peter Sweet</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

**Chair:**

**Date:**

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**TOWN OF GANANOQUE**  
**General Ledger Trial Balance**



Fiscal Year : 2022  
 Account : 1-4-17000-???? To 1-5-17000-????  
 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	-57,171.51	-285,000
1-4-17000-4079				TIAP Funding	-7,000.00	0
<b>Category Total</b>					<b>-64,171.51</b>	<b>-285,000</b>
<b>REVENUE Total</b>					<b>-64,171.51</b>	<b>-285,000</b>
CLASS	5			EXPENDITURE		
CATEGORY	17000			Municipal Accomodation Tax		
1-5-17000-5400				Administration	0.00	15,000
1-5-17000-5431				Tourism Advisory Panel	42,000.00	100,000
1-5-17000-5600				Transfer to TIAP	127,500.00	170,000
<b>Category Total</b>					<b>169,500.00</b>	<b>285,000</b>
<b>EXPENDITURE Total</b>					<b>169,500.00</b>	<b>285,000</b>
<b>OPERATING Total</b>					<b>105,328.49</b>	<b>0</b>
<b>REPORT TOTAL</b>					<b>105,328.49</b>	<b>0</b>




Applicant	Description	Panel Decision		Motion
ARTISAN ENTERTAINMENT	Funding Approved.	\$	12,000	2022-007
Competitive Sport Fishing League	Funding Approved.	\$	10,000	2022-012
The Rotary Club of Gananoque	Funding Approved.	\$	5,000	2022-021
Red Hot Rockabilly	Funding Approved.	\$	2,500	2022-025
Gana Rock Way	Funding Approved.	\$	5,000	2022-026
Poker Run	Funding Approved.	\$	10,000	2022-027
King St Banners	Funding Approved.	\$	4,500	2022-033
Festival of Lights/Huts		\$	15,000	
Festival of Lights/Event Funding		\$	5,000	
<b>Products / Events Budget (70%)</b>		\$	\$ 70,000	
	Awarded to Date	\$	\$ 69,000	
	Remaining Funds	\$	\$ 1,000	
Canada 150 Signage		\$	\$ 5,000	
Festival of Lights		\$	\$ 5,000	
<b>Marketing Budget (10%)</b>		\$	\$ 10,000	
	Awarded to Date	\$	\$ 10,000	
	Remaining Funds	\$	\$ -	
Confederation Park Fountain		\$	\$ 15,000	2022-032
Canada 150 Signage		\$	\$ 5,000	
<b>Infrastructure (20%)</b>		\$	\$ 20,000	
	Awarded to Date	\$	\$ 20,000	
	Remaining Funds	\$	\$ -	
<b>Total Annual Budget</b>		\$	\$ 100,000	
<b>Total Awarded to Date</b>		\$	\$ 99,000	
<b>Total Remaining Funds</b>		\$	\$ 1,000	

**MOTION / RESOLUTION OF COUNCIL**

<b>Date:</b> July 12, 2022		<b>Motion No. 2022 –</b> <i>125</i>
<b>Subject:</b> Tourism Advisory Panel (TAP) – MATTAP Motion #2022-41 – Request to Council – Budget Deviation		
<b>Moved by:</b>	<i>Councillor Haird</i>	
<b>Seconded by:</b>	<i>Councillor Harper</i>	
<p>AS RECOMMENDED BY THE TOURISM ADVISORY PANEL, MATTAP MOTION #2022-41, BE IT RESOLVED THAT COUNCIL OF THE TOWN OF GANANOQUE APPROVES A BUDGET DEVIATION IN THE AMOUNT OF \$19,000, TO BE FUNDED FROM THE \$7,000 CONTRIBUTION FROM TIAP AND BY A \$12,000 DRAW FROM THE MUNICIPAL ACCOMMODATION TAX (MAT) RESERVE.</p>		

Ayes   6   Nays   0  

Carried:  \_\_\_\_\_  
 Defeated: \_\_\_\_\_  
 Tabled/Postponed: \_\_\_\_\_

  
 \_\_\_\_\_  
 Ted Lojko, Mayor

MA s. 246 - When a recorded vote is requested, the Clerk will call for each Councillors vote (Aye or Nay), mark the recorded vote as indicated by the member, and announce whether the motion is carried or defeated. The Mayor will then sign the motion.

RECORDED VOTE:	Aye	Nay
Anderson, D.		
Haird, A.		
Harper, M.		
Kench, M.		
O'Connor, D.		
Osmond, D.		
Lojko, T.		
<b>TOTALS</b>		

## Tourism Advisory Panel – Request for Funding APPLICATION (Tourism Event)

Applicant Information	
Organization	Gananoque Arts Network
Contact Name	Jeannie Catchpole
Title	VP Board of Directors
Address	130 King St. E #3, Gananoque ON K7G 1G2
Phone #	613-540-0635
Email	jeanniecathpole3@gmail.com
Event Website	ganarts.ca/gan-arts-fest
Event Information	
Event Name	GAN ARTS FEST - ART TOUR 2022 Culture Days
Event Dates	Saturday, September 24th 11am-4pm & Sunday, September 25th 11am - 4pm
Event Organizer Name	same
Event Organizer Phone #	same
Event Organizer Email	same
Brief description of event	2 day Art Studio/Gallery Tour during ON Culture Days. Setting up infrastructure for Annual Event This year includes Heritage Museum - see attachment #1
Who is your target market/audience	South Eastern Ontario, Golden Horseshoe, Toronto, Montreal

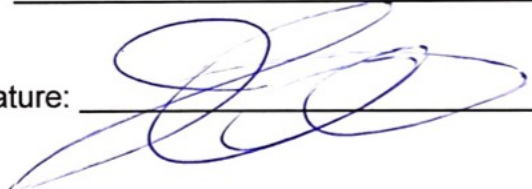
Estimated # of people your event will attract to Gananoque (from 40+km away)	Tough to say, hundreds will likely do the Tour in part or whole.
How and where will the event be advertised/marketed?	ON Culture Days website, King Street Banner, GAN website, Social Media Branding, Facebook Advertising - sharable by 30+ participants - email, 60 plus signs
Has this event been hosted before? If yes, when and where?	no

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers *- Attachment #2*
- Full Schedule of Events
- Detailed Event Budget/Financial Plan to include at a minimum the following. Include cash and in-kind contributions. See attached sample.
  - o Income
    - Registration
    - Sponsorship
    - Sales
    - Fundraising
    - Grants
  - o Expenses
    - Product Development
    - Infrastructure
    - Marketing and Advertising

THE CORPORATION OF THE TOWN OF  
**G NANOQUE**  
Canadian Gateway to the 1000 Islands

You agree that the information provide in this application is accurate. This is an application for funding and does not guarantee funding approval. Should the TAP and Council approve funding to your event, a funding agreement outlining the details of the funding and any associated recognition will be signed by both the Town of Gananoque and the organization receiving the funding.

July 26, 2022  
Date: \_\_\_\_\_ Title: VP Gananoque Arts Network \_\_\_\_\_  
Jeannie Catchpole  
Name: \_\_\_\_\_ Signature:  \_\_\_\_\_

Completed application (with all requested attachments) to be submitted to:

Tourism Advisory Panel, Recording Secretary  
[specialevents@gananoque.ca](mailto:specialevents@gananoque.ca)  
613-382-2149 ext. 1131



## **Culture Days - ART TOUR 2022**

**Saturday, September 24th, 11am - 4pm**

**Sunday, September 25th, 11am - 4pm**

- **INAUGURAL** - GAN intends the Art Tour to be an annual event during Culture Days.
- This event will increase in size and scope year over year.

- Arts Events attract those interested in Culture. A recent 5-hour GAN Writers Workshop event attracted 50% more participants than expected, two *known* overnight stays, with time to include boat tours, fine dining reservations and 2 live theater performances.
- GAN ARTS FEST - ART TOUR hours are designed to allow Arts & Culture lovers from Ottawa, Kingston, Toronto, Montreal and the Golden Horseshoe to consider staying overnight and include many activities during their stay.
- GAN Headquarter space at 167 King St. E. is the HUB for information, Maps, Howe Island Ferry Coupons and Participating Studio/Gallery information.
- Participating Studios and Galleries are required to interact with demonstrations, discussions, lectures and/or general education on Artists' medium and process.
- This Tour is all inclusive - for ALL art Mediums and geography. Guests will choose how far they care to drive to experience a particular Artist in their working space.
- The Heritage Museum will be joining with HERITAGE SELF GUIDED TOUR.
- Howe Island Ferry will be providing complimentary tickets during this event
- A MURAL project the same weekend is in discussion.
- A Spinning/Weaving demonstration with participation will be at GAN headquarters.
- Other related peripheral Events are expected to join in.

Banner <b>(reusable)</b>	\$1,500.00 + HST = \$1,695
Promotional Items	\$1,200.00 + HST = \$1,356
Directional Signs <b>(reusable)</b>	\$1,500.00 + HST = \$1,695
Marketing and Advertising Facebook/Instagram Ads	\$500.00 + HST = \$565.00
Howe Island Ferry Coupons	Gratis
Map/Website Tour development and management <b>(reusable)</b>	\$1,000.00 + HST = \$1,130.00
Hand out Brochures with Map	\$300.00 + HST = \$339.00
MYFM - Radio Spot Advertising	\$1,500.00 + HST = \$1,695.00
INCOME Entrance Fees	- (\$1,050.00)
<b>TOTAL FUNDING REQUEST</b>	<b>\$7,425.00</b>

TAP - Request for Funding - Attachment #2



**Gananoque Arts Network**

CHAIR

Dennis O'Connor  
343 363 6844 [designlives1954@gmail.com](mailto:designlives1954@gmail.com)

VICE-CHAIR

Jeannie Catchpole  
613 540 0635 [jeanniecathpole3@gmail.com](mailto:jeanniecathpole3@gmail.com)

TREASURER

Hailey Ceccarelli  
613 329 2103 [hailey.ceccarelli@mp.ca](mailto:hailey.ceccarelli@mp.ca)

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