



Tourism Advisory Panel Agenda

On Thursday, January 6, 2022 at 10:30am Online meeting through

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

Access code: 2634 130 8225 Meeting Password: January2022

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=m37bb7470d9d08e29323289957284866d>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – December 2, 2021
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
	1. MATTAX 2021 Year-end
9.	Unfinished Business
10.	Correspondence
	1. Colin Slack, Epilepsy South Eastern Ontario - Letter regarding decision not to proceed with funding.
11.	New Business
12.	Discussion of Additional Items

13.	Next Meeting: Thursday, February 3, 2022
14.	Adjournment

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 (TAP) MINUTES

On Thursday, December 2, 2021 at 10:30 AM Online through **WebEx**

Teleconference

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Chair:	Dennis O'Connor	Melanie Kirkby, Treasurer
	Meg Dabros (TIAP alternate)	Emily Parker, Community Services Coordinator
	Jeff Brown	
	John Nagy	
	Peter Sweet	
	Councillor Matt Harper	
Non-Voting:		
Regrets:	Lisa Robichaud	Amanda Trafford, Business Development Coordinator
	Bill Stewart	Doug Wark, Manager of Community Services

1.	Call Meeting to Order – Chair called meeting to order at 10:33 AM	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	
	a. Meg Dabros declared a pecuniary interest with respect to the Canada 150 Rink funding application from TIAP.	
	b. Jeff Brown declared a pecuniary interest with respect to the Canada 150 Rink funding application from TIAP.	
3.	<p>MATTAP Motion #2021-44 – Approval of Minutes from November 4, 2021</p> <p>Moved by: Peter Sweet Seconded by: John Nagy</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, NOVEMBER 4, 2021 MEETING.</p> <p style="text-align: right;">CARRIED</p>	
4.	Public Question/Comment (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	
	<p>1. Tourism Advisory Panel Report – 2021-05 Sub-Committee Recommendations for two (2) funding applications.</p> <ul style="list-style-type: none"> - TIAP Funding Application – Gord Brown Memorial Canada 150 Outdoor Rink - ESEO Funding Application – Gananoque Blues Fest 2022 	

6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE
8.	Municipal Accommodation Tax Year-to-Date	
	a. Treasurer, Melanie, provided an update of 2020-2021 Municipal Accommodation Tax (MAT) financial statements and year-to-date funding.	
9.	Unfinished Business	
	1. Tourism Advisory Panel Funding Application - Gord Brown Memorial Canada 150 Arena TIAP Application.	
	MATTAP Motion #2021-45 – Fund the Thousand Islands Accommodation Partners (TIAP) - \$5,000.00 Moved by: Peter Sweet Seconded by: John Nagy BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF THE THOUSAND ISLANDS ACCOMMODATION PARTNERS (TIAP) FOR THE GORD BROWN MEMORIAL CANADA 150 OUTDOOR RINK SIGNAGE/BANNERS IN THE AMOUNT OF \$5,000.00 . AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2021-05. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN. CARRIED	
10.	Correspondence	
	1. Panel reviewed the Letter of Thanks sent to TAP by Jayne Curtis of the Gananoque Curling Club.	
11.	New Business	
	1. Tourism Advisory Panel Funding Application Gananoque Blues Fest 2022 - Epilepsy South Eastern Ontario Application.	
	MATTAP Motion #2021-46 – Fund the ESEO for the 2022 Gananoque Blues Fest - \$8,000.00 Moved by: Jeff Brown Seconded by: Matt Harper BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY APPROVES THE FUNDING OF THE EPILEPSY SOUTH EASTERN ONTARIO (ESEO) IN THE AMOUNT OF \$8,000.00 . AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2021-05. SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN. CARRIED	

	2. Treasurer, Melanie, responded to questions concerning the MATTAX process.	
	3. Updates from the Community Services Department – the Request for Proposals (RFP) will be re-posted with a deadline set for the first week of January, 2022. TAP will re-visit the Motion #2021-26 funding decision once project details have been confirmed.	
12.	Discussion of Additional Items	
13.	Next Regular Meeting - Thursday, January 6, 2021 at 10:30 am.	
14.	Adjournment	
	<p>MATTAP Motion #2021-47 To Adjourn Meeting</p> <p>Moved by: Peter Sweet BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.</p> <p style="text-align: right;">CARRIED</p>	

Chair:

Date:

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Applicant	Description		Panel Decision	Motion
Crafts on the River	Funding Received	\$	1,500.00	2021-12
Thousand Islands Playhouse	Funding Received	\$	5,000.00	2021-13
Thousand Islands Boat Museum	Funding Received	\$	7,500.00	2021-14
Poker Run	Funding Received	\$	12,500.00	2021-15
Waterfront Festival	Funding Received	\$	7,500.00	2021-17
Sport Fishing League	Funding Received	\$	7,500.00	2021-18
Pride	Funding Received	\$	5,000.00	2021-19
Red Hot & Blue Rockabilly Weekend	Event Cancelled for 2021.			
Come to Curl. Stay for the Experience.	Funding Received	\$	7,500.00	2021-30
Northeast Shrine Association Field Days	Event Cancelled for 2021.			
ESEO Gananoque BluesFest 2022	Funding approved - recipient refused.			
Products / Events Budget (70%)		\$	70,000.00	
	Awarded to Date	\$	54,000.00	
	Remaining Funds	\$	16,000.00	
Gananoque Arts Network	Funding Received	\$	3,500.00	2021-20
GBM Canada 150 Arena Signage/Banners	Funding Approved	\$	5,000.00	2021-45
Marketing Budget (10%)		\$	10,000.00	
	Awarded to Date		8,500.00	
	Remaining Funds	\$	1,500.00	
Gananoque 401 Signs	Funds approved and allocated to this project.	\$	18,026.54	2021-26
Infrastructure (20%)		\$	20,000.00	
	Awarded to Date			
	Remaining Funds	\$	20,000.00	
Total Annual Budget		\$	100,000.00	
Total Awarded to Date		\$	62,500.00	
Total Remaining Funds		\$	37,500.00	

TO: Emily Parker, Town of Gananoque,
Tourism Advisory Panel

FROM: Colin Slack, Executive Director
Epilepsy South Eastern Ontario

DATE: December 7, 2021

RE: Gananoque BluesFest 2022 – Decision to Not Proceed

Dear Emily;

Thank you for your correspondence of December 6, 2021 on behalf of the Municipalities Tourism Advisory Panel (TAP) confirming the Committee's decision to award \$ 8,000 to our organization towards the proposed Gananoque BluesFest event. We appreciate the offer of support, as well as the consideration members of the Committee extended towards review of the Proposal. I am aware that the Committee reviews numerous proposals in an effort to support events that bring persons to our wonderful community. We do appreciate the offer of support.

The proposal as submitted asked for a contribution of \$ 15, 701.50 from TAP, to be further supplemented by a request for \$ 5,000 from the Thousand Islands Accommodation Partners (TIAP). The combined budgetary requests as submitted reflect the actual costs associated with staging an event of this scope, particularly given the range of Juno Award winning performers who agreed to participate in the event. The economic benefits to the Town, including not only the participating venues but also the retail community and local Hotels/Motels, may well have contributed to offsetting revenue losses incurred during the Pandemic. Unfortunately, the \$ 8,000 Allocation is insufficient to support proceeding with the event. I have advised the artists, and will contact the numerous persons on the waiting list who asked for accommodations suggestions.

Thank you again for the consideration. After discussions with community partners in the New Year we may consider revisiting the event for the Fall of 2022.



Colin Slack, Executive Director (cc: Dennis O'Connor, TAP Chair)