



Tourism Advisory Panel Agenda

On Thursday, September 2, 2021 at 10:30am Online meeting through

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

Access code: 132 583 6277 **Meeting Password:** U4pNhT3JtX2

<https://townofgananoque.webex.com/townofgananoque/j.php?MTID=mf2afa88811a96c86a981762f2bf5ab11>

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes – August 5, 2021 & August 19, 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 – Funding Year-to-Date – General Ledger Trial Balance
9.	Unfinished Business
	1. Gananoque 401 Signs - Quick Update from Community Services.
	2. Canada 150 Arena - Inquiry from previous meeting.
10.	Correspondence – None
11.	New Business
	1. Tourism Advisory Panel Funding Applications

	- Tunis Shriners AGM
	2. Inquiry re TAP Funding to place Bubble Lights on King Street West.
	3. Festival of Lights 2021 – Downtown activities and Shop Local Campaign - Inquiry for TAP Funding availability.
12.	Discussion of Additional Items
13.	Next Meeting: Thursday, October 7, 2021
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, August 5, 2021 at 10:30 AM Online through **WebEx Teleconference**

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

1.	Call Meeting to Order – Chair called meeting to order at 10:32 am	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	<p>MATTAP Motion #2021-28 – Approval of Minutes from July 8, 2021</p> <p>Moved by: John Nagy Seconded by: Jeff Brown</p> <p>BE IT RESOLVED THAT THE TOURSIM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, JULY 8, 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	
	<ul style="list-style-type: none"> 1. Reconnect Funding Announcement 2. Canada 150 Arena 	
6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE

8.	Municipal Accommodation Tax Year-to-Date	
	1. Emily provided an overview of the TAP year-to-date financials as per attachment in the meeting agenda.	
9.	Unfinished Business	
	1. Gananoque 401 Signs Concerns regarding the site, lighting and signage were noted. Further discussion to take place with Community Services, Public Works and Parks Town staff to move forward.	
10.	Correspondence	NONE
11.	New Business	
	1. Tourism Advisory Panel Funding Applications The Sub Committee will meet to discuss the RHB Rockabilly Weekend and the Curling Club Applications and bring their recommendations back to the Panel.	
12.	Discussion of Additional Items	
	1. The Gananoque Lions Club received funding from the 2021 Reconnect Festivals and Events program to support The 1000 Islands Cruise-In and Car Show to take place this fall.	
	2. Landscaping conditions of the area around the Canada 150 Arena were noted.	
13.	Next Regular Meeting - Thursday, September 2, 2021 at 10:30 am.	
14.	Adjournment	
	MATTAP Motion #2021-29 To Adjourn Meeting Moved by: Kathrine Christenson BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING. CARRIED	

Chair:

Date:

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SPECIAL TOURISM ADVISORY PANEL (TAP) MINUTES

On August 19, 2021 at 10:30 AM Online through **WebEx**

Teleconference

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Chair:	Dennis O'Connor	Emily Parker, Community Services Coordinator
	Kathrine Christensen	Amanda Trafford, Business Development Coordinator
	Peter Sweet	
	Jeff Brown	Melanie Kirkby, Treasurer
	Lisa Robichaud	Councillor, Matt Harper
	John Nagy	
	Meg Dabros (non-voting)	
Regrets:	Lori Higgs	Doug Wark, Manager of Community Services

1.	Call Meeting to Order – Chair called meeting to order at 10:33am	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	Melanie Kirkby, Treasurer / TAP Technical Advisor	
	Tourism Advisory Panel Report – 2021-03 – Tourism Advisory Panel (TAP) Funding Requests Applications	
	<p>MATTAP Motion #2021-30 – Fund “Come to Curl. Stay for the Experience” - \$7,500</p> <p>Moved by: Dennis O'Connor Seconded by: Peter Sweet</p> <p>BE IT RESOLVED THAT TAP APPROVES THE FUNDING OF THE COME TO CURL. STAY FOR THE EXPERIENCE CURLING CLUB EVENT IN THE AMOUNT OF \$7,500. AS PRESENTED IN THE TOURISM ADVISORY PANEL REPORT 2021-03. SUBJECT TO ALL</p>	

	REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL FACILITY USE POLICY AND APPROVALS FROM THE TOWN. CARRIED	
4.	Next Meeting: Thursday, September 2, 2021 at 10:30 AM	
5.	Adjournment	
	MATTAP Motion #2021-31 – To Adjourn Meeting Moved by: John Nagy BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING. CARRIED	

Chair:

Date:

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MATTAX Statement: Funding Year-to-Date 2021

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
Gananoque Arts Network	Funding Received	\$	3,500.00	2021-20
Red Hot & Blue Rockabilly Weekend	Event Cancelled for 2021.			
Come to Curl. Stay for the Experience.	Funding Sent - to be confirmed.	\$	7,500.00	2021-30
Northeast Shrine Association Field Days	Application to be reviewed.			
Products / Events Budget (70%)		\$	70,000.00	
	Awarded to Date	\$	57,500.00	
	Remaining Funds	\$	12,500.00	
Marketing Budget (10%)		\$	10,000.00	
	Awarded to Date		-	
	Remaining Funds	\$	10,000.00	
Gananoque 401 Signs	Approved Quote for garden beds provided from Thornbush Landscaping	\$	18,026.54	2021-26
Infrastructure (20%)		\$	20,000.00	
	Awarded to Date		18,026.54	
	Remaining Funds	\$	1,973.46	
Total Annual Budget		\$	100,000.00	
Total Awarded to Date		\$	75,526.54	
Total Remaining Funds		\$	24,473.46	

TOWN OF GANANOQUE
General Ledger Trial Balance



Fiscal Year : 2021
 Account : 1-?-17000-???? To 1-?-17000-????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Balance	Budget Amt - BV
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FUND	1					
CLASS	4			REVENUE		

CATEGORY	17000			Municipal Accommodation Tax		
1-4-17000-4000				MAT Levy	-25,193.46	-285,000

Category Total

-25,193.46 -285,000

CLASS	5	REVENUE Total	EXPENDITURE
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CATEGORY	17000			Municipal Accommodation Tax
1-5-17000-5400				Administration
1-5-17000-5431				Tourism Advisory Panel
1-5-17000-5600				Transfer to TIAP

Category Total

185,000.00 285,000

EXPENDITURE Total

185,000.00 285,000

OPERATING Total

159,806.54 0

REPORT TOTAL

159,806.54 0

Tourism Advisory Panel – Request for Funding

THE CORPORATION OF THE TOWN OF



APPLICATION (Tourism Event)

Organization	Tunis Shriners No. 179
Contact Name	Dennis Saikaley
Title	Director General
Address	2140 Walkley Road Ottawa K1G 3V3
Phone #	613 729-3545
Email	Tunispote12@gmail.com
Event Website	www.tuinis179.org
Event Information	
Event Name	Northeast Shrine Association Field Days
Event Dates	September 30 – Oct 3, 2021
Event Organizer Name	Tunis Shriners No. 179
Event Organizer Phone #	613 729-3545
Event Organizer Email	Tunispote12@gmail.com
Brief description of event	<p>The NSA is comprised of 16 Shrine Temples located in Eastern United States, Eastern Ontario, Quebec, and the Atlantic Provinces.</p> <p>In the fall of each year a Temple takes on the role of hosting the NSA's annual Convention/Field Days.</p>

	<p>Tunis Temple will host this year's event in the beautiful town of Gananoque, Ontario between September 30 – Oct 3, 2021.</p> <p>It is expected upwards of 250 Shriners and their families from across Canada and the United States will attend this convention and visit the Gananoque and Thousand Island area. This will bring a much-needed injection into the local economy and will boost the tourism and hospitality sector of the region which has been hit hard over the past year.</p> <p>The event will consist of meetings, Shriner competition, Temple dinners functions at local establishments, and a major Shriner parade through the streets of Gananoque and a closing banquet at the Lou Jefferies Arena Hall</p>
Who is your target market/audience	Shriners through Eastern Canada and Eastern United States and residents in Gananoque and the Thousand Islands

Estimated # of people your event will attract to Gananoque (from 40+km away)	300 plus - almost two hundred hotel rooms are required.
How and where will the event be advertised/marketed?	<p>Website promotions</p> <p>Local media</p> <p>Direct marketing to Shriners in Eastern Canada and Eastern United States</p>
Has this event been hosted before? If yes, when and where?	<p>This is annual event hosted a by a Shrine Temple. Each year it is held in a community located Eastern Canada or Eastern United States. Recent hosts include:</p> <p>2019 Mazol Temple, Corner Brook Newfoundland & Labrador</p> <p>2018 Cairo Temple, Rutland Vermont</p> <p>2017 Tunis Temple, Ottawa Ontario</p>

Additional items to be attached to the application:

- List of Board of Directors or Event Organizing Committee including emails and phone numbers
- 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

- Expenses
 - Product Development
 - Infrastructure
 - Marketing and Advertising

THE CORPORATION OF THE TOWN OF
 **GANANOQUE**
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.

Date: Aug 19, 2021 Title: Director General

Name: Dennis Siskelby Signature:  _____

Tunis Shriners 2021 Board of Directors

Lyle Cavanagh - Potentate (President & CEO)

2971 Breezy Heights, RR1

Kinburn, ON K0A 2H0

M: 613-323-5311

lyle.cavanagh@gmail.com

Richard Loomes - Chief Rabban (First VP)

361 Daly Ave, Apt

Ottawa, ON K1N 6G8

1 M: 613-291-2203

richard.loomes@pleiad.ca

Adam Thompson - Assistant Rabban (Second VP)

209-457 McLeod St

Ottawa, ON K1R 5P5

M: 613-277-7706

adamt16@gmail.com

Eric Owen - High Priest and Prophet (Third VP)

4516 Dunrobin Rd

Ottawa, ON K0A 1M0

M: 613-862-8987

ericgowen@gmail.com

Doug Campbell - Oriental Guide (Fourth VP)

254 West Ridge Drive

Stittsville, ON K2S 0T4

M: 613-282-6356

dmc.ottawa@gmail.com

Dennis Saikaley - Treasurer

2221 Prince of Wales Drive

Nepean, ON K2E 6Z8
613-290-6446 / 613-727-2626
tunispote12@gmail.com OR treasurer@tunis179.org

Perry McConnell - Recorder (Executive Secretary)
2140 Walkley Rd
Ottawa, ON K1G 3V3
M: 613-724-0795
recorder@tunis179.org or mpj.mcconnell@gmail.com

Local Event Team

Lyle Cavanagh - President
Dennis Saikaley – Director General
Ken Brinston – Event Secretary
Ken Brinston
1283 Collins Avenue
Ottawa, ON K1V 6C7
613-791-3532
brinstonkg@gmail.com

Northeast Shrine Association Field Days

Gananoque, ON

September 30th – October 3rd, 2021

(Hosted by Tunis Shriners)

Here is a Financial Plan for the event.

In a normal year, the Host would have had an in-person Mid-Winter Meeting. This would have provided funds to cover the cost of the Fall Field Days. This year, due to pandemic restrictions, this was not possible. There would have normally been a much larger banquet and other meals which would have added to our revenue.

We have had no sponsorship or other grant money contributed.

As a result, here is a snapshot of the finances for the event.

Revenue:	\$10.00 per parade participant (Estimated 150 people)	\$1,500.00
	Banquet(s) Surplus if Restrictions allow	\$ 500.00
		\$2,000.00
Expenses:	Accommodations and Meals for International Officers	
	3 x \$1,000.00	\$3,000.00
	Parade Expenses (Permits and Security)	\$3,000.00
	Post Parade Refreshments 150 x \$7.50	\$1,125.00
		\$7,125.00
	Expenses over Revenue	(\$5,125.00)

NSA 2020 Field Days
Hosted by Tunis Shriners in Gananoque, ON
Tentative Agenda

Thursday, September 30th

- Travel to Gananoque
- 6:30 p.m. Counterparts Dinner(s) – House of Dragon 790 King Street

Friday, October 1st

- 8:30 a.m. Business Sessions – Lou Jeffries Recreation Centre (King Street)
Upstairs – Accessible Room (Nobles Only)
- Immediately following this meeting will be Motorcorps, Clown, etc.
meetings in the same room
- 11:30 a.m. Ladies Luncheon (by Ticket ONLY) Gananoque Curling Club
\$25.00 per person (limited number of tickets available)
- Nobles lunch on your own
- Free Time
- Temple Dinners that evening (various sites)

Saturday, October 2nd

- 8:00 a.m. Unit Competitions (various sites)
- 12:30 p.m. Parade Form Up
- 2:00 p.m. Parade Step Off
- Oasis following parade (TBD)
- 6:00 p.m. Association Dinner and Awards Banquet – Lou Jeffries Recreation
Centre (by Ticket ONLY) (finalizing pricing)
- After Glow at Hotels

Sunday, October 3rd

- Stay and Visit or Travel Home Safely - See you in 2022