

MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

Held on Tuesday, September 15, 2020 9:00 AM

At Lou Jeffries, Gananoque & TLT Recreation Centre – 600 King Street, East

PANEL MEMBERS PRESENT		STAFF/COUNCIL PRESENT
Chair:	Dennis O'Connor	Kari Lambe, Manager of Community Services
	Kathrine Christensen	Jennifer Baril, Tourism Coordinator
	Jean Cutcliffe	Patrick Kavanagh, Special Events Coordinator
	John Nagy	
	Don Matthews	
	Jeff Brown	
Non Voting:	Amy Kirkland	
Regrets:	Lisa Robichaud	
Guests:	Meg Dabros	

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 9:04 am.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	MATTAP Motion #2020-23 – Approval of Minutes September 3, 2020
	<p>Moved by: John Nagy Seconded: Jean Cutcliffe</p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, SEPTEMBER 3, 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 (to be discussed later in the meeting, #11 on the agenda) - None
6.	Delegations - None
7.	Presentations by Staff/Others - None
8.	Unfinished Business
	1. Municipal Accommodation Tax Tourism Advisory Panel Budget 2021 Action Plan
	<ul style="list-style-type: none"> Kathrine Christensen provided an overview of the events that the Thousand Islands Accommodations Partners (TIAP) have been involved with over the past 12 years. These events include: Literary Festival, 1000 Islands History Museum Events, Farmer's Market, Hydroplane Races, Moonlight Gala, Lions & Rotary Events, Thousand Islands Boat Museum, Fight Night, Classical Music, Lansdowne Fair, Lyndhurst Turkey Fair, Music in the Park, Pump-Gan-Fest, Poker Run, Girls & Boys

	Hockey, Jammin' in the Islands, Santa Claus Parade, Winter Concerts, Kids for Kids Hockey, Drama Fest, Curling Club Events, Family Day, Fishing Tournaments, Bike Concert, Small Halls Festival, Harvest Festival, Sculpture Park Festival, BMX Festival, Paintball Tournament, Gourmet's of Gananoque, Storytelling Festival, Beer Bash, Doors Open Gananoque, and Pond-a-Palooza.
	<ul style="list-style-type: none"> • Jeff Brown noted that TIAP's budget is leveraged.
	<ul style="list-style-type: none"> • Dennis O'Connor agreed that the panel should do the same.
	<ul style="list-style-type: none"> • Jeff Brown suggested that the Advisory Panel look at splitting the 2021 Budget into 3 categories allocating a certain percentage of the budget to each. Jeff recommended 65% for Events, 15% for Marketing and 20% for Tourism Infrastructure. • Jeff also recommended that the budget be event centric as that is what the council and community would like to see. • Jeff noted the Susan Push Train Engine has been beautifully restored but does not have any heritage information available at the site.
	<ul style="list-style-type: none"> • Kari Lambe indicated that the Municipal Heritage Advisory Panel has interest in providing information onsite in addition to repurposing the Hudson Bridge as a shelter for Susie. Kari recommended the two groups work together on this project.
	<ul style="list-style-type: none"> • Jeff Brown pointed out the Town Gates are free iconic marketing landmarks as tourists love to take photos at the gates.
	<ul style="list-style-type: none"> • Dennis O'Connor proposed the product/event portion of the budget be narrowed down to 4 major events – one per season along with some smaller events throughout the year.
	<ul style="list-style-type: none"> • Kathrine Christensen noted that event grants being offered by the advisory panel would fall under events.
	<ul style="list-style-type: none"> • Amy Kirkland inquired as to whether event committees would need to have a business plan to apply for grant money from the Advisory Panel?
	<ul style="list-style-type: none"> • Kathrine Christensen pointed out that TIAP has a simple fillable form available that could be shared with the advisory panel.
	<ul style="list-style-type: none"> • Dennis O'Connor noted the Town currently has an application for community grants and that the town could work together with Kathrine on this.
	<ul style="list-style-type: none"> • Kathrine Christensen agreed to work with Dennis and pointed out that they also help groups who might not otherwise fit into specific community or council grant qualifying categories.
	<ul style="list-style-type: none"> • Kari Lambe suggested the Advisory Panel provide a macro not micro budget and action plan for the time being.
	<p>MATTAP Motion #2020-24 – Adoption of 2021 Budget Breakdown</p> <p>Moved by: Kathrine Christensen Seconded: Jean Cutcliffe</p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO PUT FORTH A BUDGET EQUALLING 70% PRODUCT/EVENTS, 10% MARKETING, 20% INFRASTRUCTURE.</p> <p style="text-align: right;">CARRIED - UNANIMOUS</p>
	<ul style="list-style-type: none"> • Kari Lambe pointed out that it would be advisable that an Advisory Panel Member to present this budget to council.
	<ul style="list-style-type: none"> • Kathrine Christensen agreed to present.
	<ul style="list-style-type: none"> • Dennis O'Connor asked the panel to itemize their priorities under each budget

	section.
	<ul style="list-style-type: none"> • Under Infrastructure, Jeff Brown, proposed completion of the Susan Push, the Town Gates, and funding signage for the Canada 150 Rink.
	<ul style="list-style-type: none"> • Dennis O'Connor proposed putting the full \$20,000 towards just the gates.
	<ul style="list-style-type: none"> • Jeff Brown suggested that there could be 3 ideas listed and that the Advisory Panel could prioritize them.
	<ul style="list-style-type: none"> • Don Matthews pointed out the King Street Pedestrian Bridge could be painted.
	<ul style="list-style-type: none"> • Amy Kirkland noted the Visitor Centre could use some modernization such as digital marketing screens.
	<ul style="list-style-type: none"> • Jeff Brown spoke to a beautiful conceptual drawing of the Foot Bridge with a cover. Believe it is in the Lowertown Study.
	<ul style="list-style-type: none"> • Kathrine Christensen noted that the drawing was part of the Lower Town Study and that it could be revisited. • Kathrine noted that she is working with RTO9 and this may be something they would be interested in assisting the panel with.
	<ul style="list-style-type: none"> • Kari Lambe agreed to get the study to Kathrine Christensen.
	<ul style="list-style-type: none"> • Dennis O'Connor asked the panel what event they would list for their support.
	<ul style="list-style-type: none"> • Kathrine Christensen pointed out that for 2021 the Advisory Panel should focus on established events.
	<ul style="list-style-type: none"> • Amy Kirkland spoke to the importance of assisting the Hydroplane Races.
	<ul style="list-style-type: none"> • Kathrine Christensen noted the Hydroplane Races are a canned event and would be easy to assist.
	<ul style="list-style-type: none"> • Don Matthews suggested events with culinary and wine experiences.
	<ul style="list-style-type: none"> • Kathrine Christensen spoke to the importance of aboriginal product and the funding that is available through Destination Canada and Destination Ontario to market these experiences.
	<ul style="list-style-type: none"> • Kathrine Christensen also noted that there are not many Feast ON classified products in our area.
	<ul style="list-style-type: none"> • Patrick Kavanagh noted that the events plan is working towards hosting these types culinary events here.
	10:00AM Don Matthews left the meeting
	<ul style="list-style-type: none"> • Amy Kirkland advised the Panel that the Gananoque Curling Club is an important draw.
	<ul style="list-style-type: none"> • Kari Lambe noted the Curling Club has been hard hit and could use assistance.
	<ul style="list-style-type: none"> • Jeff Brown spoke to the number of big bonspiels that the Curling Club brings in that last for days.
	<ul style="list-style-type: none"> • Amy Kirkland pointed out that Hockey is well promoted but Curling is often overlooked.
	<ul style="list-style-type: none"> • Dennis O'Connor suggested a winter long Skating Fest
	<ul style="list-style-type: none"> • John Nagy spoke to calling the event Ice Fest as part of Winterfest and Winterlicious.
	<ul style="list-style-type: none"> • Kari Lambe noted that culinary tourism could also apply with ice sculptures.

	<ul style="list-style-type: none"> o Product development including but not limited to Joel Stone Heritage Park activities, culinary opportunities and the curling season. - Tourism Infrastructure – 20% of budget <ul style="list-style-type: none"> o Susan Push o Town Gates o Gord Brown Memorial Canada 150 facility signage o King Street Pedestrian Bridge - Marketing – 10% of budget <ul style="list-style-type: none"> o Used to support local events
	CARRIED - UNANIMOUS

9. Correspondence - None

10. New Business - None

11. Discussion of Additional Items - None

12. Next Regular Meeting – Thursday, October 22nd, 2020 - 9 AM

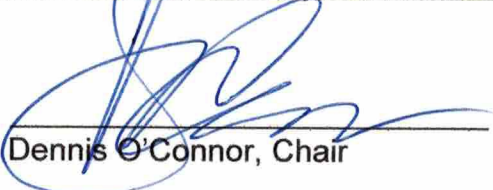
13. Adjournment


MATTAP Motion #2020-26

Moved by: John Nagy

BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 10:38AM.

CARRIED


Dennis O'Connor, Chair


Jennifer Baril, Recording Secretary