

Tourism Advisory Panel Agenda (TAP)

On Monday, September 18, 2023 at 3:00PM In Person

Town Hall Council Chambers (2nd Floor)

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT	
Chair:	Councillor Matt Harper	Amanda Trafford, Economic Development and Cultural Heritage Coordinator	
	Brett Christopher		
	Peter Sweet		
	Graeme Brown		
	Trusha Tanna		
	Ted Lojko		
Regrets:	Trusha Tanna		
	Ted Lojko		
	Melanie Kirkby, Treasurer		
Non-Voting	Jan Murray		

1.	Call Meeting to Order – Chair called meeting to order at 3:07pm	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	Approval of Minutes – August 21, 2023 MATTAP Motion #2023-030 – Motion to Adjourn Moved by: Brett Christopher Seconded by: Peter Sweet BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL APPROVES THE MINUTES FROM THE AUGUST 21, 2023 TAP MEETING. CARRIED	
4.	Public Question/Comment (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	
6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE

8.	<p>Municipal Accommodation Tax – Treasurer, Melanie Kirkby</p> <ol style="list-style-type: none"> 1. MATTAX statement 2. Funding year-to-date <ul style="list-style-type: none"> • Melanie was unable to attend, but provided the advisory panel with the most up to date financial that we rereviewed during the meeting. 	
9.	<p>New Business</p> <ul style="list-style-type: none"> • Tourism Related Costing - Direction to Staff Motion No.2023-184 • Amanda and Matt read the motion from council • Melanie will create a staff report • We will update TAP once report has been to presented at council <p>TAP Applications</p> <ul style="list-style-type: none"> • Competitive Sport Fishing League (CSFL)/Canadian Pro Bass Tour • This event already took place, therefore no funding was issued 	
10.	Correspondence	NONE
11.	<p>Unfinished Business</p> <ul style="list-style-type: none"> • How TAP will allocate their funding and definition of terms • Discuss TAP Application and implement changes • TAP would like to create a marketing committee to help promote the TAP funding available • Create social media promotion, new release, and website content • What does Destination Ontario consider the “shoulder season” regarding tourism • Amanda to research and bring information back to next meeting <p>MATTAP Motion #2023-031 – TAP Marketing Sub Committee</p> <p>Moved by: Peter Sweet Seconded by: Dave Osmond</p> <p>BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL WILL CREATE A MARKETING SUB COMMITTEE CONSISTING OF BRETT CHRISTOPHER&ltamplt; GRAEME BROWN AND AMANDA TRAFFORD TO BRING FORWARD A MARKETING STRATEGY AND UPDATED TAP APPLICATION TO THE ADVISORY PANEL FOR REVIEW.</p>	CARRIED
12.	Discussion of Additional Items	NONE
13.	Next Meeting – October 23, 2023 at 3:00pm	
14.	Adjournment	

MATTAP Motion #2023-032 – Motion to Adjourn

Moved by: Dave Osmond

BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS
ITS MEETING HELD ON AUGUST 21, 2023 AT 4:24 PM.

CARRIED