

**Tourism Advisory Panel (TAP) Minutes**

On Monday, September 18, 2023 at 3:00PM In Person  
 Town Hall Council Chambers (2<sup>nd</sup> Floor)

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

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

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

<p>14.</p>	<p><b>Adjournment</b></p> <p><b>MATTAP Motion #2023-032 – Motion to Adjourn</b></p> <p><b>Moved by:</b> Dave Osmond</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS ITS MEETING HELD ON SEPTEMBER 18, 2023 AT 4:24 PM.</p> <p style="text-align: right;"><b>CARRIED</b></p>
<p>_____ Matt Harper, Chair</p>	<p>_____ Amanda Trafford, Recording Secretary</p>