

Tourism Advisory Panel Minutes (TAP)

Held on Monday, November 20, 2023 at 3:00PM

In Person - Town Hall Council Chambers (2nd Floor)

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

1.	Call Meeting to Order - Chair called the meeting to order at 3:01 PM	
2.	Disclosure of Pecuniary Interest & General Nature Thereof	NONE
3.	Approval of Minutes – October 23, 2023 MATTAP Motion #2023-036 – Approval of Minutes from October 23, 2023 Moved by: Peter Sweet Seconded by: Brett Christopher BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL APPROVES THE MINUTES FROM THE OCTOBER 23, 2023 TAP MEETING.	
		CARRIED
4.	Public Question/Comment (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	NONE
6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE

8.	Municipal Accommodation Tax – Treasurer, Melanie Kirkby 1. MATTAX statement <ol style="list-style-type: none"> a. Melanie provided an update of the financial b. Provide overview of Q3 numbers so far 	
9.	Correspondence	NONE
10.	Unfinished Business <ul style="list-style-type: none"> • TAP marketing sub-committee update <ol style="list-style-type: none"> ○ Brett provided an overview of the marketing committees work so far ○ Moving forward, develop a strat plan and create TAP Funding branding ○ Market TAP to draw in events ○ TAP would like to create intakes for the funding requests MATTAP Motion #2023-037 – TAP Funding Scheduled Intakes Moved by: David Osmond Seconded by: Brett Christopher BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL ADOPT THE FOLLOWING 2024 ACTION PLAN. <ol style="list-style-type: none"> 1. Change the granting process to include three intakes annually with allotted funding amounts highlighting TAP's areas of interest. Intake #1: February 1, 2024 deadline for projects taking place in summer May 15 - September 14. Intake #2: June 1, 2024 deadline for projects taking place in Fall/Winter September 15 - January 14. Intake #3: October 1, 2024 deadline for projects taking place in Winter/Spring January 15 - May 14. 2. TAP committee will meet 4 times annually: for each of the 3-funding intake assessment/decision and a 4th meeting for reflection/goal-setting. 3. TAP Priorities are: Funding Events that focus on; Shoulder season, focus on culinary and cultural tourism, outdoor activities. 4. TAP/TIAP symbiosis: TAP focusses funding on events, TIAP provides marketing for the region including FAM tours (media), trade shows, tourism website. 5. TAP will create a workplan and additional priorities if / when the 2024 Budget is approved to include a Tourism Events Co-Ordinator. <p style="text-align: right;">CARRIED</p>	
	<ul style="list-style-type: none"> • Scope deliverables to council <ol style="list-style-type: none"> a. Section 3 of the terms of reference b. We reviewed this section as a group c. Melanie discussed each item in section 3 with the group 	

	<p>MATTAP Motion #2023-038 – MATTAP 2024 Budget</p> <p>Moved by: Trusha Tanna Seconded by: Brett Christopher</p> <p>BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL RECOMMENDS TO COUNCIL THAT THE 2024 MATT BUDGET BE:</p> <p>\$385,000 in revenues \$15,000 Town Administration \$170,000 THOUSAND ISLANDS ACCOMIDATION PARTNERS \$160,000 TOURISM ADVISORY PANEL \$40,000 EVENTS COORDINATOR</p> <p style="text-align: right;">CARRIED</p>	
11.	Discussion of Additional Items	NONE
12.	Next Meeting – Monday, December 11, 2023 at 3:00PM	
13.	<p>Adjournment</p> <p>MATTAP Motion #2023-039 – Motion to Adjourn</p> <p>Moved by: Peter Sweet</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS ITS MEETING HELD ON NOVEMBER 20, 2023 AT 4:14 PM.</p> <p style="text-align: right;">CARRIED</p>	

<p>_____</p> <p>Councillor Matt Harper, Chair</p>	<p>_____</p> <p>Amanda Trafford, Recording Secretary</p>
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