

Tourism Advisory Panel Minutes (TAP)

On Monday, October 23, 2023 at 3:00PM In Person Town Hall Council Chambers (2nd Floor)

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

1.	Call Meeting to Order – Chair called the meeting to order at 3:04 PM		
2.	Disclosure of Pecuniary Interest & General Nature Thereof		
3.	Approval of Minutes – September 18, 2023		
	MATTAP Motion #2023-033 – Approval of Minutes from September 18, 2023		
	Moved by: Peter Sweet Seconded by: Dave Osmond		
	BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL APPROVES THE MINUTES FROM THE SEPTEMBER 18TH, 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			
0.	MATTAX statement a. Melanie reviewed the documents and updated on the current information.	financial		
9.	Correspondence	NONE		
10.	 Unfinished Business Tourism Related Costing - Direction to Staff Motion No.2023-184 Melanie reviewed her draft staff report going to the Nov 7th council meeting regarding this motion. The groups discussed the potential event coordinator position and were in support. MATTAP Motion #2023-034 Hiring of Events Coordinator Moved by: Ted Lojko Seconded by: Dave Osmond 			
	BE IT RESOLVED THAT THAT TOURISM ADVISORY PANEL SUPPORTS THE CONCEPT OF HIRING A PART-TIME EVENTS COORDINATOR TO A MAX OF \$40,000 PER YEAR AND TO SEEK PARTNERSHIPS TO CREATE A FULL-TIME ROLE IN THE FUTURE.			
		CARRIED		
	 TAP marketing sub-committee update Promote the TAP funding available			
	 What does Destination Ontario consider the "shoulder season" regarding tourism. Amanda was able to confirm most organizations reference "shoulder season" being between the middle of September to the middle of June. 			
11.	Discussion of Additional Items	NONE		
12.	Next Meeting – November 20, 2023 at 3:00pm	110112		
	. Adjournment MATTAP Motion #2023-035 – Motion to Adjourn			
	Moved by: Peter Sweet			
	BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS ITS MEETING HELD ON OCTOBER 23RD, 2023 AT 4:24 PM.			
		CARRIED		

Brett Christopher, Chair	Amanda Trafford, Recording Secretary