MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

Thursday, November 19, 2020 9:00 AM

Held via WebEx Video and Teleconference

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

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 9:01 am.
2.	Disclosure of Pecuniary Interest & General Nature Thereof - None
3.	MATTAP Motion #2020-29 – Approval of Minutes October 22, 2020
	Moved by: Jeff Brown Seconded: Jean Cutcliffe BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, OCTOBER 2, 2020 MEETING.
	CARRIED
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
	Municipal Accommodation Tax Tourism Advisory Panel Budget 2021 Action Plan update
	 Kari Lambe congratulated Kathrine Christensen on the great job she did of presenting the Action Plan to council. Kari noted that council was impressed with the budget approach, including the break down of percentages. It passed unanimously.

2. Competitive Sport Fishing League meeting update Meg Dabros spoke to meeting with Andrew Pollatta organizer of the proposed September Gananoque Bass Fishing event. Meg noted that this live release event is asking for \$20,000 along with the use of some town parks and docking for two boats. The moneys would be used towards accommodations, food and the cost to bring the equipment here. Kari Lambe added that the event is fully staffed and does not require assistance from local volunteers. Kari noted the event would be a great fit for Gananogue given the September date. Jeff Brown inquired as to when CSFL would require confirmation? Meg Dabros assured Andrew Pollatta that a decision would be made by the end of January. Jeff Brown pointed out that in terms of the \$20,000 ask, will the organization be seeking money elsewhere or solely from the Municipal Accommodations Tax Tourism Advisory Panel? Jeff noted that the panel may be able to leverage some money with Thousand Islands Accommodations Partners and other funding organizations. Jeff Brown noted the panel needed to decide if they wanted to move forward with the event and if so ask council for the use of the requested facilities and then get creative looking for funding. MATTAP Motion #2020-30 - Motion to Partner with the Competitive Sport Fishing League Moved by: Lisa Robichaud Seconded by: Jean Cutcliffe BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY RECOMMENT TO THE COMMITTEE OF THE WHOLE/COUNCIL partnering with the Competitive Sport Fishing League at a cost of \$20,000 to be funded from the Municipal Accommodation Tax and or other funding sources and ask the Town of Gananoque to provide the needed facilities (use municipal parks and 2 boat slips) as in-kind. CARRIED 3. Terms of Reference - Annual Review - Feedback from Advisory Panel Chair spoke to changing the name of the Municipal Accommodation Tax Tourism Advisory Panel to Tourism Advisory Board. Jeff Brown suggested that the Panel members be condensed into three categories: commercial tax – hotels and motels – 2 seats, non-commercial tax B&B, Heritage Inns and Air B&B's, 3 seats, Thousand Islands Accommodation Partners - 1 seat. Jean Cutcliffe proposed the wording if the Terms of Reference mandate be changed slightly to read that all funds collected be use to fund tourism in the Gananoque. Jean inquired as to if there is a by-law pertaining to the collection of taxes from

Melanie Kirkby pointed out that there would have to be an update to the

owners who don't pay their MAT.

Municipal Accommodation Tax By-law. If payment is late, interest can be charged after collection is made but without access to HST returns it would be
difficult to charge.
MATTAP Motion #2020-31 - Motion to Change the Terms of Reference
Moved by: Jean Cutcliffe Seconded by: Lisa Robichaud
BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL RECOMMED TO THE COMMITTEE OF THE WHOLE/COUNCIL THE FOLLOWING CHANGES TO THE TERMS OF REFERENCE:
 Changing the name of the Municipal Accommodation Tax Tourism Advisory Panel to Tourism Advisory Board.
2. Separating the Board members into 3 categories:
 i. Commercial Realty Tax – 2 seats, hotels and motels
ii. Non Commercial Realty Tax – 3 seats, Air B&B, B&B and Heritage Inns
iii. Thousand Islands Accommodation Partners – 1 seat
 Changing the Terms of Reference mandate wording to state that all funds collected by the Municipal Accommodations Tax be used to promote tourism in Gananoque.
CARRIED
9. Correspondence - None
10. New Business - None
11. Discussion of Additional Items - none
12. Next Regular Meeting - Thursday, January 7, 2020 - 9 AM
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13. Adjournment
January 1, 2020 C. III.
13. Adjournment
13. Adjournment MATTAP Motion #2020-32 Moved by: Jean Cutcliffe BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 9:55AM.
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