



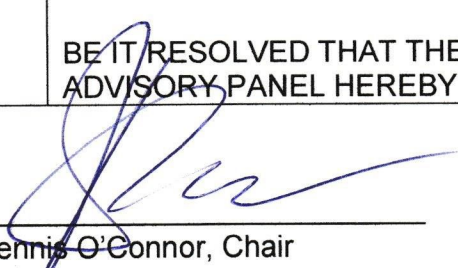
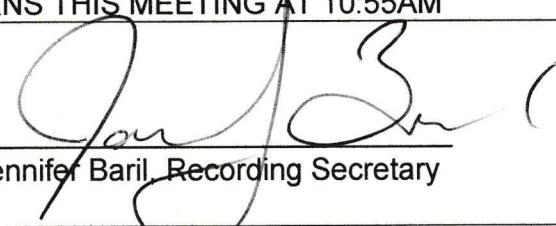
MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL – SPECIAL MEETING MINUTES

Wednesday, August 26, 2020 10:00 AM

Held via WEBEX Video and Teleconference

PANEL MEMBERS PRESENT		STAFF/COUNCIL PRESENT
Chair:	Dennis O'Connor	Kari Lambe, Manager of Community Services
	Lisa Robichaud	Shellee Fournier, CAO
	Jeff Brown	Melanie Kirkby, Treasurer
	John Nagy	Patrick Kavanagh, Special Events Coordinator
	Kathrine Christensen	Jennifer Baril, Tourism Coordinator
	Jean Cutcliffe	
Non Voting:		
Regrets:	Amy Kirkland	
	Todd Bickerton	
	Don Matthews	

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 10:01 am.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Unfinished Business
	1. 2020 Event Action Plan – Patrick Kavanagh
	<ul style="list-style-type: none"> Patrick Kavanagh spoke to the 2020 Event Action Plan. The Event Plan will include a Heritage (Victorian) Look that reflects the Town history Patrick is hopeful this event will grow over the years to be either a break-even or for-profit event. Patrick reviewed the presentation as attached to the agenda.
	<ul style="list-style-type: none"> Chair Dennis O'Connor thanked Patrick Kavanagh for presenting the plan and requested the event start in November as opposed to December 4th.
	<ul style="list-style-type: none"> Lisa Robichaud echoed Chair Dennis O'Connor's comments and requested the event start at the beginning of November as most people have already completed their Christmas purchases by December 4th. Lisa also offered to assist if she can.
	<ul style="list-style-type: none"> Shellee Fournier suggested the plan could include the option for wedding ceremonies.
	<ul style="list-style-type: none"> Kathrine Christensen noted that since the Municipal Accommodation Tax Tourism

	Advisory Panel (MATTAP) did not have money for marketing Thousand Islands Accommodation Partners (TIAP) would be happy to invest in promoting this event.
	<ul style="list-style-type: none"> Patrick Kavanagh thanked Kathrine and is excited to work with TIAP.
	<ul style="list-style-type: none"> Kathrine Christensen noted that she is very keen on the illumination side of the event and may have funding sources to help with that.
	<ul style="list-style-type: none"> Jean Cutcliffe voiced that this event is very impressive but needs to start sooner. Jean noted that this initiative could make this community a great movie location. Jean also noted that the event needs to be branded and teasers need to be released soon.
	<ul style="list-style-type: none"> Jeff Brown asked for clarification on the funding. Are we asking Council to put all the funds into this one event? Is there additional money earmarked from the town?
	<ul style="list-style-type: none"> Patrick Kavanagh noted that other events for 2020 are being considered. A report is going to Council on September 1st regarding a proposal from Cliff Edwards and Brett Christopher for a music series. Patrick confirmed that the request is for the \$25,000 to be directed to the festive event.
	10:45am Kathrine Christensen left the meeting.
	<ul style="list-style-type: none"> Melanie Kirkby reported that there is approximately \$25,000 in 2020 Community Grants funds available for not-for-profit events but that each event is capped at \$5,000. Community grants require Council approval.
	<ul style="list-style-type: none"> Jeff Brown pointed out that if the advisory panel is putting forward a motion to ask that the \$25,000 be used solely for this Christmas Festival that he supports this.
	<p>MATTAP Motion #2020-18</p> <p>Moved by: John Nagy Seconded: Dennis O'Connor</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL ACCEPT THE EVENT PROPOSAL AS PRESENTED AND REQUEST COUNCIL APPROVE THE FULL \$25,000 FUNDING TO GO TOWARDS THE CHRISTMAS FESTIVAL.</p> <p>Ayes 5 Nays 0</p>
4.	Next Regular Meeting – Thursday, September 3 rd , 2020 10am.
5.	Adjournment
	<p>MATTAP Motion #2020-19</p> <p>Moved by: Jeff Brown</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 10:55AM</p>
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  <p>_____ Dennis O'Connor, Chair</p> </div> <div style="width: 45%;">  <p>_____ Jennifer Baril, Recording Secretary</p> </div> </div>