

MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

Thursday, August 20, 2020 10:00 AM

Held via ZOOM Video and Teleconference

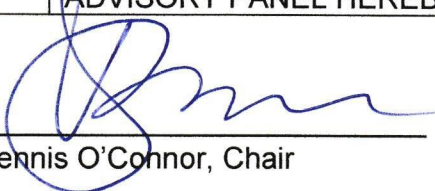
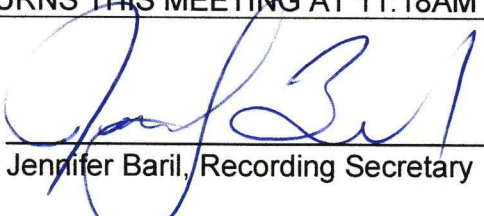
PANEL MEMBERS PRESENT		STAFF/COUNCIL PRESENT
Chair:	Dennis O'Connor	Kari Lambe, Manager of Community Services
	Jean Cutcliffe	Melanie Kirkby, Treasurer
	John Nagy	Patrick Kavanagh, Special Events Coordinator
	Kathrine Christensen	Jennifer Baril, Tourism Coordinator
	Jeff Brown	Penny Kelly, Clerk
Non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

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 10:14 AM due to technical trouble.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Approval of Minutes. 10:16 AM
	MATTAP Motion #2020-15
	Moved by: Jean Cutcliffe BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, JULY 30 TH , 2020 MEETING. Seconded: Kathrine Christensen
4.	Public Questions/Comments - None
5.	Disclosure of Additional Items
	<ul style="list-style-type: none"> • Poker Run update – Kathrine Christensen • Restructuring the Advisory Panel – John Nagy
6.	Delegations – None
7.	Presentations by Staff/Others - None
	10:21 – Don Matthews joins the meeting
8.	Unfinished Business
	1. July 30, 2020 Motion to ask council for \$25,000 advance.
	<ul style="list-style-type: none"> • Melanie Kirkby relayed that council had defeated the motion of \$25,000 to go

	<p>towards a fall marketing campaign. Council did pass a motion approving \$25,000 for event/programming for the remainder of 2020 tourism season subject to an approved 2020 action plan. Council is open to winter/holiday events.</p>
	<ul style="list-style-type: none"> • Kathrine Christensen requested clarification if council is happy to spend the money through to the end of December. Confirmed.
	<ul style="list-style-type: none"> • Patrick is striking an event task force. Kathrine Christensen recommended Don Matthews be added.
	<ul style="list-style-type: none"> • Patrick Kavanagh added that he would like to have a representative from the 1000 Islands Gananoque Chamber of Commerce at the events meeting.
	<ul style="list-style-type: none"> • Kathrine Christensen introduced Meg Dabros who is a 1000 Islands Chamber of Commerce Board Member to speak to Patrick.
	<ul style="list-style-type: none"> • Meg Dabros spoke to the Festival of Lights and the Downtown Santa Claus Parade. Leading up to the event the Chamber of Commerce is promoting a Shop Local Campaign November through December 5th. It will end with the Santa Claus Parade and a Hockey Game on December 5th. Plans include an investment in holiday lighting. • Meg requested that other coinciding events use a separate name for branding as the Chambers event includes paid advertising sponsors.
	<ul style="list-style-type: none"> • Patrick Kavanagh requested that the events collaborate and recognize all sponsors which would give broader recognition to the sponsors.
	<ul style="list-style-type: none"> • Dennis O'Connor reported that the Business Improvement Association (BIA) has also been working on a new lighting initiative. \$50,000 available for lights.
	<ul style="list-style-type: none"> • Meg Dabros revealed that the Chamber of Commerce understood that the BIA wants no involvement in the Santa Claus Parade.
	<ul style="list-style-type: none"> • Dennis O'Connor noted that the money for the lights is separate and that the BIA has offered a \$2,000 sponsorship towards the Parade. • Dennis also asked that should anyone have any questions or trouble reaching out to the BIA to please contact him.
	<ul style="list-style-type: none"> • Melanie Kirkby pointed out that the Town of Gananoque 2020 capital budget has approved \$40,000 toward Christmas lighting. It is currently on hold, to be reviewed by Council in September.
	<ul style="list-style-type: none"> • John Nagy recommended a portion of the money for the lights be put towards repairing the existing lights.
	<ul style="list-style-type: none"> • Kari Lambe pointed out that quite a bit of money is spent annually to maintain the current lights and that this should be done before Christmas. • Kari also revealed that there are boxes of replacement bulbs for the white strings available at Town Hall.
	<ul style="list-style-type: none"> • Kari Lambe spoke to the December 5th Hockey Game and the importance of bringing the Canada 150 Advisory Panel into the conversation. Chamber to confirm the timing of events as currently the facility is reserved for the evening for this event.
	<ul style="list-style-type: none"> • Dennis O'Connor reminded the panel about the importance of collaborating and working together.
	<ul style="list-style-type: none"> • Penny Kelly asked for clarification as to who is on the sub-committee and information should be documented for reference in the minutes. • Penny also suggested from the Events Action Plan Committee two members

	should address council as a presentation.
	<ul style="list-style-type: none"> Patrick Kavanagh confirmed that was their plan.
	<ul style="list-style-type: none"> Dennis O'Connor would like to see this presented at the Council meeting September 1st.
	<ul style="list-style-type: none"> Patrick Kavanagh acknowledged the events committee members are John Nagy, Don Matthews, Meg Dabros or Amy Kirkland, Dennis O'Connor and a member of Thousand Islands Accommodations Panel (TIAP).
	<ul style="list-style-type: none"> Kathrine Christensen assured the panel that either a member of TIAP or herself would be present.
	<ul style="list-style-type: none"> Don Matthews pointed out that all event ideas and initiatives should be funneled through Patrick Kavanagh.
	2. Reschedule Action Plan Working Group Meeting
	<ul style="list-style-type: none"> Patrick Kavanagh noted that he is currently working on a 2 ½ year recovery plan that is not just event related but looks at tourism post Covid.
	<ul style="list-style-type: none"> Kari Lambe pointed out that there needs to be an Action Plan as referenced in the Terms of Reference. Kari reaffirmed that the action plan meeting needs to be rescheduled.
	<ul style="list-style-type: none"> Dennis O'Connor agreed and suggested a mid-September date.
	<ul style="list-style-type: none"> Kathrine Christensen stated that there is a lot of confusion because there are so many groups and it gets confusing who is on what and what each group is doing. Kathrine requested clarification as to – who is doing what, who is giving the money and who is spending the money? Kathrine noted that we need to work together but we also need hierarchy and organization.
	<ul style="list-style-type: none"> Kari Lambe spoke to Kathrine's concerns noting the Economic Development Recovery Taskforce that was reference is not just about tourism. Since the start of the Covid-19 Pandemic upper level government has been working with municipalities, taking a regional/collaborative approach. Economic Development Recovery Task Forces have been implemented in many municipalities across the province. Each industry in Gananoque, including tourism, is represented. Task Force members were asked to participate, it is voluntary participation.
	<ul style="list-style-type: none"> Jeff Brown stated that he still has the same struggles with this committee. Jeff noted that this committee is not moving forward as it needs to have a plan for 2021 and it needs to present to council. Jeff acknowledged that events are the focus of this panel for the rest of 2020 and TIAP can focus on marketing. Aan Action Plan into Council for 2021.
	<ul style="list-style-type: none"> Melanie Kirkby agreed with Jeff Brown and noted that Covid-19 had impacted the course of the panel.
	<ul style="list-style-type: none"> Dennis O'Connor announced that the Advisory Panel 2021 Draft Budget must be submitted by November.
	<ul style="list-style-type: none"> Melanie Kirkby stated that any Strategic Plans must be approved by the Advisory Panel before it is recommended to council.
	<ul style="list-style-type: none"> It was agreed that the events task force would present a 2020 plan to the Advisory Panel at a special meeting 10am August 26.

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	determine needs for future years.
	<ul style="list-style-type: none"> • John Nagy asked if the Poker Run can update their website as the information is out-of-date.
	<ul style="list-style-type: none"> • Kathrine Christensen agreed to reach out right away.
	<ul style="list-style-type: none"> • Patrick Kavanagh requested a schedule of events.
	<ul style="list-style-type: none"> • Jeff Brown confirmed an itinerary is usually sent out to the participants before hand. The boats are gone during the day and usually are not back until 4 pm.
	<ul style="list-style-type: none"> • Dennis O'Connor asked Melanie if there was a \$5,000 request from Community Grants for the Poker Run Committee?
	<ul style="list-style-type: none"> • Melanie Kirkby stated that the Poker Run is not a not-for-profit so it would need to request a Council Grant and nothing has been requested.
	<ul style="list-style-type: none"> • Jeff Brown asked if \$5000 from the \$25,000 events budget could be given to the Poker Run? • Jeff noted that TIAP could advance the money to the Poker Run.
	<ul style="list-style-type: none"> • Melanie Kirkby pointed out that as-long-as Council approves the Action Plan.
	<ul style="list-style-type: none"> • Kari Lambe stated that all fees per the Fees and Rates bylaw (including dockage) would be charged until such time as Council approves funding.
	<p>MATTAP Motion #2020-16 11:05</p> <p>Moved by: Dennis O'Connor</p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO HOLD A SPECIAL MEETING ON WEDNESDAY, AUGUST 26TH AT 10AM TO APPROVE THE 2020 STRATEGIC PLAN.</p> <p>Ayes 6 Nays 0 Seconded: John Nagy</p>
	2. Restructuring the Advisory Panel requested by John Nagy
	<ul style="list-style-type: none"> • John Nagy pointed out that before the end of 2020 the panel would need to look at restructuring the Advisory Panel but that this was spoken to during this meeting.
12.	Next Regular Meeting – Thursday, September 3 rd , 2020 10am.
13.	Adjournment
	<p>MATTAP Motion #2020-17</p> <p>Moved by: Don Matthews</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:18AM</p>
	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;">  <hr/> Dennis O'Connor, Chair </div> <div style="text-align: center;">  <hr/> Jennifer Baril, Recording Secretary </div> </div>