



MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

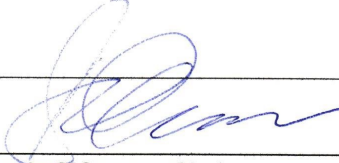
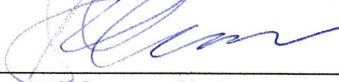
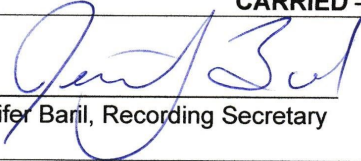
Held on Monday, March 9, 2020 10:00 AM

At Town Hall – Council Chambers – 2nd Floor – 30 King Street East

PANEL MEMBERS PRESENT		STAFF/COUNCIL PRESENT
Chair:	Dennis O'Connor	Ted Lojko, Mayor
	Jean Cutcliffe	Shellee Fournier, CAO/Deputy Clerk
	Jeff Girling	Penny Kelly, Clerk/CEMC
	John Nagy	Kari Lambe, Manager of Community Services
	Kathrine Christensen	Melanie Kirkby, Treasurer
	Jeff Brown	Jennifer Baril, Tourism Coordinator
	Lisa Robichaud arrived 10:42am	
Non Voting:	Amy Kirkland	
	Todd Bickerton	
Regrets:		

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 10:03 AM.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Disclosure of Additional Items – None
4.	Mayor Ted Lojko gave a welcome address
	<ul style="list-style-type: none"> • Focus on enhancing tourism in Gananoque • Not to duplicate TIAP or Chamber • MATTAP encouraged to look at how to use the Canada 150 Rink upon completion in the spring for tourism opportunities
5.	Presentations by Staff (Others)
	Penny Kelly – Overview of Procedural By-law, Terms of Reference, Code of Conduct
	<ul style="list-style-type: none"> • Jeff Brown asked if a designate can take the place of a panel member in the event they are absent. Yes – Penny recommended that panel members designate an individual to represent in case of absence • Jeff Brown brought up items on the Terms of Reference that are problematic and asked if recommendations can be brought forward to council Penny recommended that changes to the Terms of Reference be presented during annual review • It was noted that panel members with an absence of 3 meetings in a row will result in termination from the Advisory Panel

	<ul style="list-style-type: none"> Public Questions/comments regarding items on the agenda will be added to future agendas
	<ul style="list-style-type: none"> Jean Cutcliffe asked if the panel recommends a grant to an organization/festival does it still require Council approval Yes. Mayor Lojko provided reassurance that the process would be smooth. Melanie Kirkby suggested that the Community Grant Policy be presented for information at the next meeting
	Lisa Robichaud joined the meeting. 10:42 AM
6.	New Business
	1. Municipal Accommodation Tax Action Plan Meeting: <ul style="list-style-type: none"> Monday, March 23, 6:00 PM, Town Hall Council Chambers, 2nd Floor
	2. 2020 Meeting Schedule to fall at 4:00 PM on the 1 st Monday of every Month
	3. Appointment of Deputy Chair – Moved by: Jean Cutcliffe Seconded by: Council Dennis O'Connor BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL PASSED A MOTION TO ELECT KATHRINE CHRISTENSEN AS THE DEPUTY CHAIR. <p style="text-align: right;">CARRIED – UNANIMOUS</p>
7.	Discussion of Additional Items
	<ul style="list-style-type: none"> Chair Dennis O'Connor requested to add Public Comments to the next agenda
	<ul style="list-style-type: none"> Request to discuss impacts of Corona Virus to the next agenda
	<ul style="list-style-type: none"> Key points were made in regard to the Action Plan Meeting: <ul style="list-style-type: none"> MATTAP Budget is \$100,000 for 2020 however Melanie Kirkby indicated that there is an unknown as to the actual taxes that will be collected The meeting is open to all stakeholders As per the Terms of Reference an action plan needs to be completed. It will dictate how the budget will be spent No date on when the LPAT hearing will be. All funds should be allocated to Tourism related activities only; such as, events, attractions and marketing Jeff Girling and Kathrine Christensen stated the importance of marketing Organize sub-committees. Kari Lambe recommended sub-committees. <p>John Nagy left the meeting – 11:29 AM John Nagy joined the meeting – 11:33 AM</p> <ul style="list-style-type: none"> Who will do the work – panel will look ahead to hiring someone. This year to rely on service clubs and private individuals. Mayor Lojko recommends hiring an events coordinator in the future TIAP, Chamber and BIA to bring a presentation to the meeting on the 23rd. Amy Kirkland suggested some financial support for the Visitor Guide and attending trade shows
	<ul style="list-style-type: none"> An invitation to attend the March 23rd meeting should be extended to the Township of Leeds and Thousands Islands
8.	Next Regular Meeting – April 6, 2020 - 4:00 PM

9.	Adjournment -
Moved by: Jeff Brown BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:45 AM  CARRIED - UNANIMOUS	
 Dennis O'Connor, Chair	 Jennifer Baril, Recording Secretary