

MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

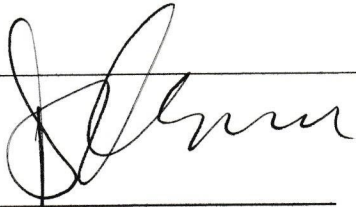
Thursday, May 28, 2020 10:00 AM

Held via WebEx Video and Teleconference

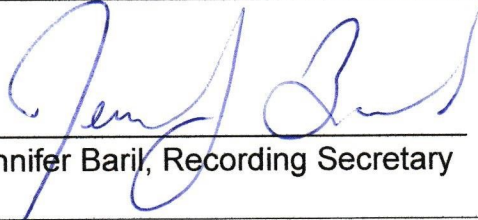
| PANEL MEMBERS PRESENT | | STAFF/COUNCIL PRESENT |
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| Chair: | Dennis O'Connor | Shellee Fournier, CAO/Deputy Clerk |
| | Jean Cutcliffe | Kari Lambe, Manager of Community Services |
| | John Nagy | Melanie Kirkby, Treasurer |
| | Kathrine Christensen | Amanda Trafford, Business Coordinator |
| | Jeff Brown | Jennifer Baril, Tourism Coordinator |
| | Lisa Robichaud | |
| Non Voting: | Amy Kirkland | |
| Regrets: | Jeff Girling | |
| | Todd Bickerton | |

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| 1. | Call Meeting to Order |
| | Chair Dennis O'Connor called the meeting to order at 10:05 AM. |
| 2. | Disclosure of Pecuniary Interest & General Nature Thereof – None |
| 3. | Approval of Minutes |
| | MATTAP Motion #2020-03 Moved by: Jeff Brown Seconded by: John Nagy BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE MONDAY, MARCH 9TH, 2020 MEETING. |
| 4. | Disclosure of Additional Items - None |
| 5. | Delegations – None |
| 6. | Unfinished Business – Panel members Jeff Brown and Lisa Robichaud submitted names for their delegates. |
| 7. | Correspondence - None |
| 8. | Discussion of Additional Items: |
| | 1. Recovery Taskforce Membership – Kari Lambe spoke to organizing a recovery taskforce that would be driven by the Economic Development Department with the objective of focusing on Economic and Tourism Recovery as a whole. Kari encouraged those with suggestions to please forward them to her. |
| | 2. Work plan/Budget 2020 – Shellee Fournier spoke to the 2020 Municipal Accommodations Tax and how the Covid-19 Pandemic will have an effect on the monies collected for 2020. She advised the group that the Town and TIAP are |

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| | renegotiating a new agreement to lessen the amount of money the Town will remit to TIAP. This proposal/amended agreement will be brought forth to council on June 2, 2020. The \$100,000 that the Town hoped to collect for the purposes of the MAT Tourism Advisory Panel is not expected to be realized this year. |
| | 10:20 John Nagy lost internet connection. |
| | <p>3. Recovery and Marketing – next steps</p> <ul style="list-style-type: none"> • Jeff Brown spoke to minimizing costs now and not spend money until travel is promoted. • Jean Cutcliffe unveiled that TIAP has a marketing plan for when travel opens up. • Kathrine Christensen confirmed to having a digital campaign ready to go. • Kari Lambe spoke to updating the CIP to be directly related to Covid-19 recovery in order to give small businesses needed funds via loan and or grant to retrofit their businesses so they can open safely. <p>Lisa Robichaud voiced concern over messaging. Are we welcoming visitors or asking them to stay home? Shellee Fournier affirmed that we are still in a State of Emergency but businesses should be ready to go for when the time comes.</p> <ul style="list-style-type: none"> • Dennis O'Connor suggested a hotline or website to direct people to what is open. <p>Amanda Trafford explained the resources on the dedicated Covid-19 page on the www.gananoque.ca website that includes ministry guidelines and a directory of businesses that are open. She also spoke to the Shop Local and Grow with Us Campaign through Economic Development and that they are working closely with the Chamber on different ideas.</p> <ul style="list-style-type: none"> • Chamber of Commerce General Manager Amy Kirkland updated the panel on the Digital 2020 Visitor Guide. |
| | 10:29 John Nagy rejoined the meeting via phone. |
| | <p>4. Special Events Coordinator</p> <ul style="list-style-type: none"> • Kari Lambe explained that the focus of the Special Events Coordinator will be on special events and the recovery taskforce. The position is closed and they will be commencing interviews soon. • Shellee Fournier announced that the position would also be heavily focused on sourcing and security stimulus funding. |
| 9. | Next Regular Meeting – Thursday, June 11th, 2020 10am. |
| 10. | Adjournment |
| | <p>MATTAP Motion #2020-04</p> <p>Moved by: Kathrine Christensen Seconded By: John Nagy</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:10AM</p> |



Dennis O'Connor, Chair



Jennifer Baril, Recording Secretary