



MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

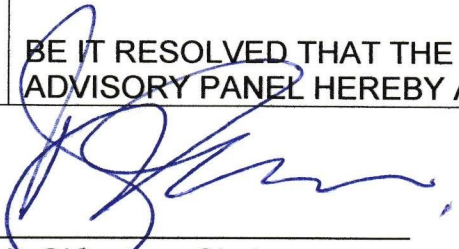

Thursday, June 11, 2020 10:00 AM

Held via WebEx Video and Teleconference

PANEL MEMBERS PRESENT		STAFF/COUNCIL PRESENT
Chair:	Dennis O'Connor	Shellee Fournier, CAO/Deputy Clerk
	Jean Cutcliffe	Kari Lambe, Manager of Community Services
	John Nagy	Melanie Kirkby, Treasurer
	Lisa Robichaud	Amanda Trafford, Business Development Coordinator
	Jeff Brown	Jennifer Baril, Tourism Coordinator
	10:33 Kathrine Christensen	Penny Kelly, Clerk/CEMC
Non Voting:	Amy Kirkland	
Regrets:	Jeff Girling	
	Todd Bickerton	

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 10:04 AM.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Approval of Minutes.
	<p>MATTAP Motion #2020-05</p> <p>Moved by: Jeff Brown</p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, MAY 28TH, 2020 MEETING.</p>
4.	Public Questions/Comments - None
5.	Disclosure of Additional Items
	<ul style="list-style-type: none"> • Jeff Brown announced that the Poker Run was still open to running an event this year either at the end of August or the first weekend in September. Jeff reassured the panel that the event could run with safe distancing measures in place.
	<ul style="list-style-type: none"> • Jeff Brown spoke to the budget and inquired if the town could advance \$50,000. Jeff explained that businesses are in a crisis situation and need to salvage the rest of 2020. Jeff suggested partnering with TIAP on marketing plans as well as the importance of promoting Gananoque as a safe small community to visit.
	<ul style="list-style-type: none"> • John Nagy asked if there was media ready to use and recommended TV Broadcasting as the fastest mover.
	<ul style="list-style-type: none"> • Lisa Robichaud suggested targeted social media marketing on platforms like Facebook are effective to people at home.

	<ul style="list-style-type: none"> Amy Kirkland confirmed that she has received a grant for digital marketing and as soon as our region has a green light they are ready to launch their campaign.
	<ul style="list-style-type: none"> Jean Cutcliffe recommended Don Matthews replace Jeff Girling's seat on the panel.
6.	Delegations – None
7.	Unfinished Business – Recovery Taskforce Update <ul style="list-style-type: none"> Amanda Trafford listed the Taskforce Members and is excited to get started working on ideas to stimulate the economy.
8.	Correspondence - None
9.	Discussion of Additional Items:
	1. TIAP Agreement Update – Shellee Fournier shared that Council has approved the agreement.
	2. Update on Special Events Coordinator <ul style="list-style-type: none"> Shellee Fournier confirmed that there were 51 applications for the position and 5 applicants were interviewed. Currently doing due diligence, announcement to follow shortly. Shellee also explained that the Special Events Coordinator will work on identifying stimulus funding and grant writing.
	3. Provincial Order to Lift Restrictions on Short-Term Accommodation. https://www.ontario.ca/page/reopening-ontario-whats-each-stage?fbclid=IwAR3MilkwbdnuNuQ5Tbjx6G1ZNmDM5fiFzdgkmYayHw1RbPVM81n1UjFICrg#s-26 <ul style="list-style-type: none"> John Nagy spoke to the lack of guidance the province has given them on how to operate. Amanda Trafford offered to set up a meeting with businesses with the health unit to assist any businesses with opening up.
	4. Community Improvement Plan <ul style="list-style-type: none"> Kari Lambe spoke to the DRAFT CIP changes in 2020 to assist businesses with changes required due to Covid-19. Businesses who qualify can get a one-time grant of up to \$1,000 or an interest free loan up to \$5,000. The grant would be retroactive to March 16th, 2020. The program will expire December 31, 2020. Public meeting June 30th at 5pm, final draft to Council July 7th for approval.
	10:33 Kathrine Christensen joined the meeting
	Thousand Islands Accommodations Partners Update <ul style="list-style-type: none"> Kathrine Christensen provided an update on TIAP and the Chamber of Commerce joint initiatives and online marketing plans for moving forward. TIAP's aim is to target close visitors such as Ottawa, Toronto and Quebec. TIAP will work with 1000 Islands International Tourism to identify opportunities such as advertising in Ottawa and Quebec. They are currently awaiting a grant from TIAO that will assist tourism businesses and operators in the region, as well as, money to be used to develop a relocation magazine.
	5. Economic Development Update <ul style="list-style-type: none"> Amanda Trafford spoke to all the work that Economic Development is doing to assist businesses and the community with the impact of the Covid-19 pandemic. The launch of the information pages on the website, as well as, posters, banners, webinars, newsletters, PPE lists and suppliers, the Grow with Us

	Campaign/Shop Local Campaign, Business Chronicles, shop local website, business support, grants, health unit updates, etc.
	<ul style="list-style-type: none"> • Jean Cutcliffe inquired to BIA opening patios onto the sidewalk or street.
	<ul style="list-style-type: none"> • Dennis O'Connor explained that council would be looking at this as there are restrictions to consider.
	<ul style="list-style-type: none"> • Dennis O'Connor noted that there may be funds available from the Waterfront Concert Budget to be used for busker type musicians' downtown.
	<ul style="list-style-type: none"> • Kathrine Christensen suggested that the Event Coordinator liaison with volunteer groups to assist with these events and to include her in the upcoming planning meetings.
	<ul style="list-style-type: none"> • Lisa Robichaud stated that some evenings it may appear that there are not many listeners at the waterfront concerts but the entire marina is listening and enjoying these events.
	<p>6. Canada Day Update</p> <ul style="list-style-type: none"> • Kari Lambe spoke to the virtual Canada Day initiatives that Economic Development and Tourism Services has been working on. Specifically, flags planted at each residence, social media contests including best Canada themed yard and best dressed family awards, flag raising ceremony, church bells ringing, singing of the national anthem and a surprise video presentation. Gananoque would not be competing with Ottawa and would encourage residents to tune into the virtual events there.
	11:04 Jeff Brown lost connection
	11:04 Jeff Brown rejoined the meeting
	<ul style="list-style-type: none"> • Amanda Trafford added to her update on Economic Development that there is a Facebook group created for business. It is a forum for information and a page for businesses to share ideas as well as have a voice. • Amanda also shared that there are new banners coming that will focus on "We Are Open for Business & Welcome You but We Have Precautions in Place."
	<ul style="list-style-type: none"> • Jean Cutcliffe asked if there was a local information card or site to share with visitors.
	<ul style="list-style-type: none"> • Amanda Trafford suggested the Town of Gananoque website
	<ul style="list-style-type: none"> • Kathrine Christensen confirmed the Chamber of Commerce is creating that.
10.	Next Regular Meeting – Thursday, June 25 th , 2020 10am.
11.	Adjournment
	<p>MATTAP Motion #2020-06</p> <p>Moved by: Kathrine Christensen</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:14AM</p>
	 Dennis O'Connor, Chair
	 Jennifer Baril, Recording Secretary