

## MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

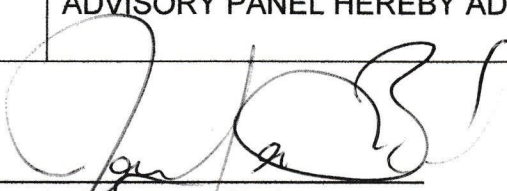
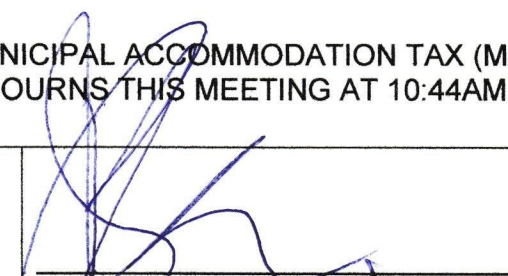
Thursday, September 3, 2020 10:00 AM

Held via WEBEX Video and Teleconference

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

<b>1.</b>	<b>Call Meeting to Order</b>
	Chair Dennis O'Connor called the meeting to order at 10:00 am.
<b>2.</b>	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof – None</b>
<b>3.</b>	<b>MATTAP Motion #2020-20</b>
	<p><b>Moved by:</b> John Nagy <span style="float: right;"><b>Seconded:</b> Jean Cutcliffe</span></p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, AUGUST 20, 2020 MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>
	<b>MATTAP Motion #2020-21</b>
	<p><b>Moved by:</b> Dennis O'Connor <span style="float: right;"><b>Seconded:</b> Lisa Robichaud</span></p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, JULY 30<sup>TH</sup>, 2020 MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>
<b>4.</b>	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda) - None
<b>5.</b>	<b>Disclosure of Additional Items</b> (to be discussed later in the meeting, #11 on the agenda) - None
<b>6.</b>	<b>Delegations</b> - None

7.	<b>Presentations by Staff/Others - None</b>
8.	<b>Unfinished Business</b>
	1. Council decision on the 2020 Event Plan Update – Kari Lambe
	<ul style="list-style-type: none"> <li>• Kari Lambe reported that the 2020 Event Plan was well received by Council and approved.</li> </ul>
	<ul style="list-style-type: none"> <li>• Dennis O'Connor pointed out that Council voted unanimously in favour of the Event Plan.</li> </ul>
	2. Post Poker Run Event Review
	<ul style="list-style-type: none"> <li>• Kari Lambe spoke to the Poker Run from the Municipal side. Kari noted the event was successful and that there were only a few concerns like refusal to follow the Gananoque Municipal Marina protocol, rafting at the docks, and a short lead time.</li> <li>• After the event Kari spoke to Chief Hull who relayed that there were no concerns over the weekend relating to the Poker Run.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jeff Brown agreed that the event was a success and afterwards he was interviewed by Powerboating Magazine who will feature Gananoque in an upcoming issue.</li> <li>• Jeff also pointed out that the issues at the Marina are no different than the issues that were already happening at the Marina over the course of the summer.</li> <li>• Jeff noted that events that are put on by a promoter have an economic spin-off and that he would like to look at the cost Thousand Islands Accommodation Partners (TIAP) and the Town have for use of the docks for these events.</li> </ul>
	<ul style="list-style-type: none"> <li>• Dennis O'Connor asked Jeff Brown if he had an idea of how many participants and spectators were present.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jeff Brown noted there were 40 participants and that quite a few people came out to watch the event. Normally, upwards of 6,000 people would come out to watch the race but this year, but due to Covid-19, the Poker Run was not well promoted.</li> </ul>
	<ul style="list-style-type: none"> <li>• Amy Kirkland revealed that many of the restaurants along the river and also in the Township were at max capacity due to the Poker Run.</li> </ul>
	3. 2021 MATTAP Budget
	<ul style="list-style-type: none"> <li>• Melanie Kirkby spoke to the Advisory Panel establishing a 2021 budget. Melanie noted the budget must be in by mid-November for Council to review.</li> <li>• Melanie suggested the panel could break down the budget into three sections: funding for events managed by the Events Co-ordinator / Advisory Panel, funds for supporting events run by other organizations, and for supplies, equipment and other tourism product.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jeff Brown inquired if the budget is \$100,000?</li> </ul>
	<ul style="list-style-type: none"> <li>• Melanie Kirkby confirmed that \$100,000 is appropriate and that it may be reduced.</li> </ul>
	<ul style="list-style-type: none"> <li>• Kathrine Christensen spoke to the definition of product in tourism includes events and suggested just two sections would be enough.</li> </ul>
	<ul style="list-style-type: none"> <li>• Patrick Kavanagh pointed out the importance of both product and events and the need to separate the two.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jean Cutcliffe pointed out that a percentage breakdown of the sections was needed to give to Melanie not a dollar figure.</li> </ul>
	<ul style="list-style-type: none"> <li>• Melanie Kirkby confirmed that Jean is correct as we will not know a firm number until we know what happens with Covid-19 in 2021, but we need to have a strategy ready for council.</li> </ul>

	<ul style="list-style-type: none"> <li>• Jean Cutcliffe asked Melanie if someone asks for money to go towards an event and the money is already identified in the budget to go towards events, does the Panel have to ask Council for approval?</li> </ul>
	<ul style="list-style-type: none"> <li>• Melanie Kirkby stated that the minutes and recommendations go to Council. This panel recommends and Council adopts.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jeff Brown clarified that a budget is a guideline. Narrow down the projects one-by-one and recommend them Council.</li> </ul>
	<ul style="list-style-type: none"> <li>• Melanie Kirkby suggested the panel could use the tourism funds to promote and get more events, as well as marketing and investing in events to promote tourism.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jeff Brown noted Council struggles with the process to do marketing but suggested the panel focus on events and tourism infrastructure and let TIAP deal with marketing.</li> </ul>
	4. Schedule Action Plan Task Force Meeting (per terms of reference)
	<ul style="list-style-type: none"> <li>• Dennis O'Connor suggested that the Task Force have an in-person socially distant meeting to establish the budget.</li> </ul>
	<ul style="list-style-type: none"> <li>• Kathrine Christensen would like to bring a list of events that TIAP has helped over the years and bring the Gananoque and Thousand Islands Chamber of Commerce.</li> </ul>
	<ul style="list-style-type: none"> <li>• Patrick Kavanagh noted that part of his role is gap analysis. This document will include events. Patrick asked that a list of the events be forwarded to him.</li> </ul>
	<ul style="list-style-type: none"> <li>• Kathrine Christensen recommended this meeting take place within the next two weeks.</li> </ul>
	<ul style="list-style-type: none"> <li>• Jean Cutcliffe agreed that an in-person meeting was needed.</li> </ul>
	<ul style="list-style-type: none"> <li>• Kari Lambe also agreed that a meeting in two weeks is required and recommended the meeting take place at the Recreation Centre.</li> </ul>
	<b>4. Next Regular Meeting – Tuesday, September 15<sup>th</sup>, 2020 - 9 AM</b>
	<b>5. Adjournment</b>
	<p><b>MATTAP Motion #2020-22</b></p> <p><b>Moved by: Jeff Brown</b></p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 10:44AM.</p> <p style="text-align: right;"><b>CARRIED</b></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>

Dennis O'Connor, Chair

Jennifer Baril, Recording Secretary