

MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

Thursday, June 25, 2020 10:00 AM

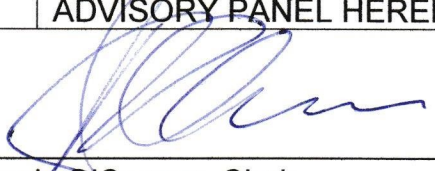

Held via ZOOM Video and Teleconference

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
	Kathrine Christensen	Patrick Kavanagh, Special Events Coordinator
Non Voting:	Amy Kirkland	
Regrets:	Lisa Robichaud	
	Todd Bickerton	

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 10:07 AM.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Approval of Minutes.
	MATTAP Motion #2020-07 Moved by: Jean Cutcliffe BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, JUNE 25 TH , 2020 MEETING.
4.	Clarification on section 5.1.2
	Shellee Fournier confirmed that all panel members regardless of voting or not can speak to items on the agenda.
5.	Public Questions/Comments - None
6.	Disclosure of Additional Items - None
7.	Delegations – None
8.	Unfinished Business
	1. MATTAP Member Welcome – Dennis O'Conner welcomed Don Matthews as the new Bed and Breakfast Representative for the Municipal Accommodation Tax Tourism Advisory Panel.
	2. Recovery Taskforce Update, Amanda Trafford, Business Development Coordinator <ul style="list-style-type: none"> • No changes to taskforce membership since last meeting.

	<ul style="list-style-type: none"> Amanda, Kari and Patrick are meeting Monday to formalize the taskforce and schedule first meeting.
9.	Presentations by Staff (Others)
	<ul style="list-style-type: none"> Kathrine Christensen provided an overview of the TIAP recovery program that is market ready. As well as sharing the TIAP digital campaign graphics. Please see attached documents.
	<ul style="list-style-type: none"> Amy Kirkland from the Chamber of Commerce is focusing on digital marketing this year. With the money is received from the TIAO fund the Chamber was able to offer free advertising in the guide this year. They will be pushing outdoor experiences like trails and other Covid friendly visits.
10.	Panel Discussion
	<ul style="list-style-type: none"> Jeff Brown shared his disappointment with the progress MATTAP has made and would like the panel to be more involved.
	<ul style="list-style-type: none"> Dennis O'Connor ensured the panel that the town is moving forward starting with the hiring of the Special Events Coordinator – Patrick Kavanagh.
	<ul style="list-style-type: none"> Jeff Brown stated the importance of moving forward now and in order to contribute he would like to prepay his taxes if the town agrees to fund MATTAP.
	<ul style="list-style-type: none"> Shellee Fournier spoke to stimulus funding that she has been working on with Kari Lambe and Regional Partners that would bring \$50,000. More information will be released when it is possible and or confirmed.
	<ul style="list-style-type: none"> Kathrine Christensen reminded the panel that it is important to share our endeavours as to not duplicate.
	<ul style="list-style-type: none"> Shellee Fournier reassured the panel that town staff are not sitting idly but actively working on recovery options.
	<ul style="list-style-type: none"> Patrick Kavanagh is available work with TIAP and stakeholders on the recovery campaign that Kathrine presented.
	<ul style="list-style-type: none"> John Nagy asked if the proposal Kathrine presented had a timeline on collateral being developed.
	<ul style="list-style-type: none"> Kathrine Christensen revealed the TIAP creative is ready and she is happy to share. Kathrine is willing to work with anyone who wants to work with TIAP.
	<ul style="list-style-type: none"> Kari Lambe stated the importance of having a conversation with stakeholders, TIAP, Chamber of Commerce and the BIA on working together moving forward. Patrick will be scheduling a meeting between the Town, TIAP, BIA and the Chamber.
	<ul style="list-style-type: none"> Kathrine Christensen ensured the panel she is available whenever anyone would like to get together.
11.	Correspondence - None
12.	New Business
	1. Introduction of Special Events Coordinator – Patrick Kavanagh.
	<ul style="list-style-type: none"> Kari Lambe welcomed Patrick. Kari is confident that his experience and excitement will bring a lot to Gananoque. Patrick is experienced in events attraction, experiential marketing, bids, as well as, working with public, private and corporate events.
	2. BIA Update re: King Street closure Saturdays starting July 11 – end of August
	<ul style="list-style-type: none"> Dennis O'Connor shared the plans for the Saturday King Street closures including but not limited to:

	<ul style="list-style-type: none"> • Closing King Street from Stone Street to Charles Street from 9am – 8pm with events, merchants, and restaurants. Although the street closure is 9am-8pm, the event is 12pm-8pm. The Street will close at 9am to allow for preparation and ensure no cars are parked in the closure. Barricades will be placed at each end of the closure and setup will be done in a way that if the EDR is activated the road can be opened immediately. • Merchants and Restaurants moving to outside. • There will be sanitization stations set up at the barricades along with masks available. • Buskers and Musicians • Space available for other Gananoque Merchants • Encouraging folks to shop downtown and take photos and hashtag - #GetDowntown
	<ul style="list-style-type: none"> • John Nagy asked if there was a way to include other businesses that are not located downtown.
	<ul style="list-style-type: none"> • Dennis O'Connor assured the panel that it is open to all.
	<ul style="list-style-type: none"> • Kathrine Christensen stated that our biggest asset is Joel Stone Park as it is the only beach around within Municipal Boundaries. Kathrine inquired if the Province will allow music at Joel Stone Park this year and if the Town will fund it?
	<ul style="list-style-type: none"> • Shellee Fournier shared that the Province has limited gathering to 10 people within an individuals own social circle therefore we will not be having the music in the park at this time. Once the province approves our region to move into Phase 3 restrictions may relax but for now these events are on hold. Council has approved \$3,500 to live stream entertainment.
	<ul style="list-style-type: none"> • Kathrine Christensen pointed out that events on the waterfront set us apart and give us an advantage over the larger communities. TIAP is prepared to help with this as they believe these events are paramount.
	<ul style="list-style-type: none"> • Dennis O'Connor agreed and would like to work toward one goal.
	<ul style="list-style-type: none"> • Kari Lambe revealed that council has approved moving more picnic tables to Joel Stone Park. Social distancing will be maintained with the circles in the park.
	<p>3. Reminder of Public meeting June 30th 5pm re: CIP</p>
	<ul style="list-style-type: none"> • Dennis O'Connor encouraged all to go to the CIP meeting
	<p>Kathrine Christensen inquired about the 2 large Adirondack chairs TIAP donated to the Town of Gananoque. Kathrine would like to see them placed in Joel Stone Park.</p>
	<ul style="list-style-type: none"> • Kari Lambe assured Kathrine that she would look into moving them ASAP. Update: the 2 chairs are in place at the waterfront.
	<ul style="list-style-type: none"> • Jean Cutcliffe spoke to ensuring the chairs were placed in front of the water encouraging folks to hashtag these backdrops.
	<p>Jeff Brown inquired to vendors on their responsibility to remit the Municipal Accommodation Tax.</p>
	<ul style="list-style-type: none"> • Melanie Kirkby assured the panel that there have been 4 communications, two last year and two more this year. Melanie indicated that everyone has been contacted.
	<ul style="list-style-type: none"> • Jeff Brown expressed concern that some folks are not aware of their responsibilities.
	<ul style="list-style-type: none"> • Shellee Fournier shared that 30 out of 36 businesses have remitted.
	<ul style="list-style-type: none"> • Melanie Kirkby has reached out and is working with a few of the businesses that

	have not.
13.	Next Regular Meeting – Thursday, July 9 th , 2020 10am.
14.	Adjournment
	MATTAP Motion #2020-08
	Moved by: John Nagy
	BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:08AM
 _____ Dennis O'Connor, Chair	 _____ Jennifer Baril, Recording Secretary