



MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

Thursday, July 9, 2020 10:00 AM


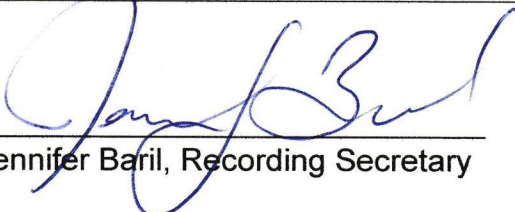
Held via **WEBEX Video and Teleconference**

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

1.	Call Meeting to Order
	Chair Dennis O'Connor called the meeting to order at 10:02 AM.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Approval of Minutes.
	MATTAP Motion #2020-09 Moved by: John Nagy BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, JULY 9 TH , 2020 MEETING.
4.	Public Questions/Comments - None
5.	Disclosure of Additional Items – Discussion of the budget was brought forward by Jeff Brown to be added to item 11.
6.	Delegations – None
7.	Presentations by Staff/Others
	1. Patrick Kavanagh presented the Roadmap for 2020 and Beyond in which he highlighted the unprecedented challenges we are currently facing and the need for a strong recovery plan including: <ul style="list-style-type: none"> • Working with stakeholders to push the idea of the Canadian Road trip • Stimulus Funding • Easy Event Planning Form

	<ul style="list-style-type: none"> • Pushing Staycations (See attached presentation)
8.	Unfinished Business
	1. MATTAP Terms of Reference, Scope 3.1.1
	<ul style="list-style-type: none"> • Patrick Kavanagh spoke to having a strategic and Covid-19 recovery plan. Patrick would like to have a calendar of events planned out which will give businesses and sponsors plenty of time to prepare therefore enriching the events even more.
	<ul style="list-style-type: none"> • Jean Cutcliffe advised Patrick that businesses are suffering and do not have money to sponsor events.
	<ul style="list-style-type: none"> • Patrick anticipates it will take 2 – 3 years to recover.
	<ul style="list-style-type: none"> • Jean Cutcliffe reminded the Chair that the Terms of Reference, specifically the mandate, needs to be changed as the panel had requested that the moneys collected will be put toward tourism.
	<ul style="list-style-type: none"> • Chair Dennis O'Connor shared the importance of recovery on our retail sector.
	<ul style="list-style-type: none"> • Kari Lambe spoke to the Advisory Panel about the importance of having an Action Plan as per 3.1.1 of the Terms of Reference. Stakeholder meetings and engagement were put on hold after the pandemic hit. An action plan will help get us back to where we are going 6 months, 12 months, 18 months and beyond. What does the Advisory Panel recommend be included in the action plan?
	<ul style="list-style-type: none"> • Jeff Brown was hoping the advisory panel would do similar work to that of TIAP but nothing has happened so far. Jeff advised the panel about the importance of marketing, events and tourism infrastructure but also that a budget and action items are needed. Marketing ideas like Staycations are required now. • Jeff Brown would like to ask Council for money to start the awareness campaign now instead of waiting until October.
	<ul style="list-style-type: none"> • Lisa Robichaud pointed out the importance of social media campaigns and that we could have links to the accommodations in them.
	<ul style="list-style-type: none"> • Kathrine Christensen reported that she already has a \$30,000 awareness campaign that was released two weeks ago but could use more money to brand the area.
	<ul style="list-style-type: none"> • Kari Lambe agreed with Kathrine that we need to identify short and long-term goals. Kari suggested putting a small action group together with key stakeholders including Patrick Kavanagh, Amy Kirkland and Kathrine Christensen. Kari requested participation from panel members.
	<ul style="list-style-type: none"> • John Nagy thanked Kathrine for sharing her creative and asked where is the plan in place and if there are any numbers, such as reach, that can be shared,
	<ul style="list-style-type: none"> • Kathrine Christensen indicated that the plan has been market for two weeks. She recommends that others share it.
	<ul style="list-style-type: none"> • Kathrine Christensen pointed out that there are a lot of panel members here with great ideas that need to be heard. Kathrine shared that Don Matthews has written an extensive list of event ideas.
	<ul style="list-style-type: none"> • Don Matthews revealed that he has already passed the list on to Patrick Kavanagh for consideration.

	<ul style="list-style-type: none"> Patrick Kavanagh was pleased to receive the list and encouraged everyone to reach out and share ideas with him.
	<ul style="list-style-type: none"> Chair Dennis O’Conner confirmed the creation of a working group to begin work on the action plan. Interested members are to contact Kari Lambe who will schedule a meeting.
	<p>10:56AM MATTAP MOTION #2020-10</p> <p>Moved by: Don Matthews</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY PASSED A MOTION TO ASK COUNCIL FOR \$100,000 ADVANCE</p> <p style="text-align: right;">Seconded by: Jeff Brown</p>
	<p>2. TIAP 2020 Consumer Campaign Update - Kathrine Christensen provided an update of TIAP recovery program and assured the panel that this campaign is on the table. She has a database of 15,000 consumers that receive a monthly newsletter. Kathrine is willing to combines lists with other stakeholders.</p>
	<p>3. Council’s response to Jeff Brown’s offer to prepay \$50,000 in accommodation taxes</p>
	<ul style="list-style-type: none"> Shellee Fournier spoke to the idea now superseded by the motion that was just put forward in this meeting requesting an advance from Council.
	<ul style="list-style-type: none"> Melanie Kirkby reported that Council does not have a cash flow problem but a revenue problem.
	<ul style="list-style-type: none"> Jeff Brown is hoping that Council will see it as an investment.
	<p>4. Recovery Taskforce Update – Patrick spoke to this in his presentation. The Recovery Task Force first meeting is being scheduled.</p>
	<p>5. CIP Update - Kari Lambe shared that Council supported the updated CIP. It has been sent to the province for approval. Once received, the updated CIP will be communicated to the community including all local businesses.</p>
	<p>6. Adirondack Chair Update – Kari Lambe thanked TIAP for the donation of two large Adirondack chairs. The chairs have been placed down at the waterfront with two separate stunning views. As they were being placed folks were already waiting to have their photos taken.</p>
	<p>7. BIA Street Closure Update – Dennis O’Connor reported that the BIA has decided not to go through with the street closure at this time. Once there is more participation from the merchants, they will revisit this idea.</p>
9.	<p>Correspondence – Ann Walski re: Snowbird Winter Packages</p>
	<ul style="list-style-type: none"> John Nagy offered a marketing idea of reaching out to local restaurants to promote a Winterlicious or Summerlicious overnight package.
	<ul style="list-style-type: none"> Lisa Robichaud suggested craft and art classes for the snowbird demographic.
	<ul style="list-style-type: none"> Patrick Kavanagh – agreed that these would be great ideas.
10.	<p>New Business - None</p>
11.	<p>Discussion of Additional Items</p>
	<p>1. Town Gate Banners – Amanda Trafford shared that the banners are ready to be ordered and the message is we are open.</p>
	<ul style="list-style-type: none"> Dennis O’Connor asked Amanda if the banners could be bilingual and could we

	she send the design to the panel.
	<ul style="list-style-type: none">• Amanda Trafford confirmed that French and English is possible.
12.	Next Regular Meeting – Thursday, July 30 th , 2020 10am.
13.	Adjournment
	MATTAP Motion #2020-11 Moved by: John Nagy BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:18AM
 _____ Dennis O'Connor, Chair	 _____ Jennifer Baril, Recording Secretary