



MUNICIPAL ACCOMMODATION TAX TOURISM ADVISORY PANEL MINUTES

Thursday, July 30, 2020 10:00 AM

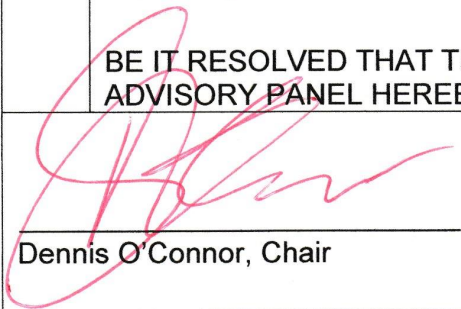

Held via WEBEX Video and Teleconference

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

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 #2020-12
	Moved by: John Nagy BE IT RESOLVED THAT A MOTION WAS PASSED TO ADOPT THE MINUTES OF THE THURSDAY, JULY 9 TH , 2020 MEETING. Seconded: Jean Cutcliffe
4.	Public Questions/Comments - None
5.	Disclosure of Additional Items
	<ul style="list-style-type: none"> • Jeff Brown asked for a Poker Run update from Patrick • Kathrine Christensen would like to give an update of TIAP Marketing
6.	Delegations – None
7.	Presentations by Staff/Others - None
8.	Unfinished Business
	1. July 9, 2020 Motion to ask council for \$100,000 advance.
	<ul style="list-style-type: none"> • Melanie Kirkby relayed that council deferred the motion because they council would like to see a plan as to how the money is intended to be spent.

	<ul style="list-style-type: none"> • Jeff Brown expressed disappointment with Council's decision. He felt that there was adequate information related to the request for marketing.
	<ul style="list-style-type: none"> • Jeff Brown recommended going back to council to ask for \$25,000 to be spent on an awareness campaign.
	<ul style="list-style-type: none"> • Kathrine Christensen inquired as to who is the dedicated staff person that will put together reports and addresses council.
	<ul style="list-style-type: none"> • Dennis O'Conner suggested the panel choose two members to work with the Events Coordinator to form a working group.
	<ul style="list-style-type: none"> • John Nagy explained that this is a new panel and no one could have predicted the challenges we face this year. John expressed that the panel is doing their best to manage through these unprecedented times.
	<ul style="list-style-type: none"> • John Nagy recommended that the Events Coordinator put out a plan to execute how this money will be spent. He also advised that \$100,000 is too much to ask and that we should look at asking for \$20,000 - \$25,000.
	<ul style="list-style-type: none"> • John is willing to sit down and brainstorm with others as to who our audience is and how we will market to them.
	<ul style="list-style-type: none"> • Dennis O'Connor pointed out that we need to focus on a closer perimeter of visitors this year.
	<ul style="list-style-type: none"> • Kari Lambe noted that these were all good points. From Council's perspective they have requested further details as to how the money will be spent. • Kari pointed out that the Action Plan Working Group meeting was scheduled for yesterday but was postponed, as there were only two of the five confirmed members present. Kari ensured the panel that staff are committed to making this work. • Kari indicated that Patrick Kavanagh will be the lead staff person to assist the Advisory Panel in pulling together their Action Plan as outlined in the Terms of Reference.
	<ul style="list-style-type: none"> • Kathrine Christensen acknowledged that many panel members thought there was a plan when we put together a motion. Since we did not have someone to go forward with the plan the panel may have missed the boat.
	<ul style="list-style-type: none"> • Jeff Brown revealed that we have an opportunity to salvage the rest of the tourist season from now to Thanksgiving. Focusing on winter snowbirds would be a small market. Jeff noted that these MAT dollars are meant to be spent on tourism marketing and these moneys are not coming from local taxpayers.
	<ul style="list-style-type: none"> • Dennis O'Connor invited John Nagy to work with both Kathrine Christensen and Patrick Kavanagh.
	<ul style="list-style-type: none"> • John Nagy agreed and recommended digital marketing. John suggested the panel would need to set up a spreadsheet/budget and shift marketing dollars to focused areas.
	<ul style="list-style-type: none"> • Kathrine Christensen assured the panel she was willing to work with the panel and working group. As well, Kathrine wanted to clarify that the marketing data she has is TIAP's marketing as this is what TIAP does. • Kathrine agreed that \$25,000 towards a marketing awareness campaign is a good start.
	<ul style="list-style-type: none"> • Kathrine Christensen inquired if Patrick was the contact person for the subpanel.
	<ul style="list-style-type: none"> • Kari Lambe acknowledged that yes Patrick Kavanagh would be taking the

	lead.
	<ul style="list-style-type: none"> Jean Cutcliffe wanted clarification as to whether the panel has to ask council each time the panel wishes to spend money.
	<ul style="list-style-type: none"> Dennis O'Connor confirmed that Jean is correct.
	<ul style="list-style-type: none"> Jean Cutcliffe noted that she was of the understanding that this panel is responsible for how the MAT money is distributed.
	<ul style="list-style-type: none"> Melanie Kirkby pointed out that the Action Plan Meeting yesterday was supposed to be the working group that came up with the action plan that included how money was to be spent. Once that is in place, as per the Terms of Reference, the plan will go to council for approval. There has to be a strategy in place before funding is approved.
	<ul style="list-style-type: none"> Patrick Kavanagh wanted to Highlight RTO9's strategic plan for the entire region. Patrick suggested the panel piggy-back on their campaign.
	<ul style="list-style-type: none"> Kathrine Christensen assured the panel that TIAP is already doing this and has in place a long-term campaign moving into the fall as well as marketing for the rest of the summer. Kathrine noted the importance of trying to assist tourism businesses through until next summer. Kathrine revealed TIAP has \$20,000 in the market right now for awareness and another \$35,000 in print and online right now.
	<ul style="list-style-type: none"> Kathrine Christensen inquired about the \$50,000 grant that Shellee Fournier had spoken to in the June meeting.
	<ul style="list-style-type: none"> Kari Lambe provide an update that the grant is not related to tourism marketing but business recovery.
	2. Action Plan Working Group Meeting update – postponed due to lack of attendance
	3. Exploration of Events (see attached)
9.	Correspondence – None
10.	New Business -
	1. Patrick Kavanagh shared an update as to his progress with meeting with key stakeholders and ideas for upcoming events. (See attached)
	10:56 Kathrine Christensen left the meeting
	<ul style="list-style-type: none"> Dennis O'Connor echoed the nervousness of the community during this pandemic. As well as, reminding the panel that this group is interested in events that bring overnight stays to the area.
	<ul style="list-style-type: none"> Lisa Robichaud shared that the Ledger Room is hosting free (by donation) Yoga in Joel Stone Park at 9:30am on Sunday mornings. Lisa expressed this was a great photo opportunity and way to showcase to potential visitors our safe social-distancing initiatives in Gananoque.
	2. Digital Marketing – John Nagy spoke to this above and offered assistance to TIAP.
11.	Discussion of Additional Items
	1. Jeff Brown added a Poker Run update which Patrick Kavanagh addressed in his progress report.
	2. Kathrine Christensen added her Marketing Campaign which she spoke to above.
	MATTAP Motion #2020-13 11:05

	<p>Moved by: Jeff Brown</p> <p>BE IT RESOLVED THAT A MOTION WAS PASSED TO ASK COUNCIL FOR \$25,000 TO PROMOTE A FALL MEDIA AWARENESS CAMPAIGN.</p> <p>Ayes <u>5</u> Nays <u>0</u> Seconded: John Nagy</p>	
12.	Next Regular Meeting – Thursday, August 20 th , 2020 10am.	
13.	Adjournment	
	<p>MATTAP Motion #2020-14</p> <p>Moved by: Jeff Brown</p> <p>BE IT RESOLVED THAT THE MUNICIPAL ACCOMMODATION TAX (MAT) TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING AT 11:18AM</p>	
	 Dennis O'Connor, Chair	 Jennifer Baril, Recording Secretary