



### Tourism Advisory Panel Minutes

On Thursday, July 7, 2022 at 6:00PM Online meeting through  
**WebEx Teleconference**

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
<b>Chair:</b>	Matt Harper	Melanie Kirkby, Treasurer
	Meg Dabros (Katherine C. alternate)	Amanda Trafford, Business Development Coordinator
	Lisa Robichaud	
	Jeff Brown	
	Peter Sweet	
	Trusha Tanna	
	Ted Lojko	
<b>Non-Voting:</b>	Jan Murray	
<b>Regrets:</b>	Dave Osmond	
	Kathrine Christensen	
	John Nagy	

1.	<b>Call Meeting to Order</b> – Chair called meeting to order at 6:05pm	
2.	<b>Disclosure of Pecuniary Interest &amp; General Nature Thereof</b>	<b>NONE</b>
3.	<p><b>MATTAP Motion #2022-35 – Approval of Minutes from June 2, 2022</b></p> <p><b>Moved by:</b> Peter Sweet      <b>Seconded by:</b> Jeff Brown</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL ADOPTS THE MINUTES OF THURSDAY, JUNE 2, 2022 MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
4.	<b>Public Question/Comment</b> (Only Addressing Items on the Agenda)	<b>NONE</b>
5.	<b>Disclosure of Additional Items</b>	

	<ul style="list-style-type: none"> <li>• Discussion for additional funding for the Festival of Lights events and marketing in addition to the Kiosks.</li> <li>• Susan Push</li> </ul>	
<b>6.</b>	<b>Delegations</b>	<b>NONE</b>
<b>7.</b>	<b>Presentations by Staff/Others</b>	<b>NONE</b>
<b>8.</b>	<p><b>Municipal Accommodation Tax – Treasurer, Melanie Kirkby</b></p> <ol style="list-style-type: none"> <li>1. MATTAX statement at July 5, 2022 <ol style="list-style-type: none"> <li>a. Melanie provided an overview of the current financial statement</li> </ol> </li> <li>2. Funding year-to-date <ol style="list-style-type: none"> <li>a. Melanie provided an update</li> </ol> </li> </ol>	
<b>9.</b>	<b>Unfinished Business</b>	
	<ol style="list-style-type: none"> <li>1. GBM Application <ol style="list-style-type: none"> <li>a. Discussed the Remaining Funds \$15,000 for GM Signage from 2021 application.</li> <li>b. Identification signage, pouring of concrete and history of rink.</li> <li>c. Meg provided a breakdown</li> </ol> </li> <li>2. King Street Banners <ol style="list-style-type: none"> <li>a. Amanda presented panel with images of banners that are located down at Joel Stone Park</li> <li>b. We would like to keep the consistency throughout Town</li> <li>c. Panel agreed to use the same banners</li> <li>d. Amanda to also add a “Stay with Us Banner”</li> </ol> </li> </ol> <p><b>MATTAP Motion #2022-36 – The Tourism Advisory Panel Approves King Street Banner Design</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Matt Harper</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE DESIGN PRESENTED FOR THE BANNERS TO BE INSTALLED KING STREET EAST BETWEEN CHARLES STREET AND CHARMICHAEL DRIVE.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

	<p><b>MATTAP Motion #2022-37 – The Tourism Advisory Panel Approves \$10,000 for GBM Signage</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Matt Harper</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF THOUSAND ISLANDS ACCOMIDATION PARTNERS (TIAP) IN TH EAMOUNT OF \$10,000 FOR THE REMAINING GORD BROWN MEMORIAL CANADA 150 OUTDOOR RINK (GBM) SIGNAGE.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
<p><b>10.</b></p>	<p><b>New Business</b></p>	
	<p>3. Funding Request – Festival of Light 4. Marketing &amp; Infrastructure</p>	
	<p><b>MATTAP Motion #2022-38 – The Tourism Advisory Panel Approves \$15,000 for Wooden Kiosks</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Lisa Robichaud</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF WOODEN KIOSKS IN THE AMOUNT of \$15,000.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
	<p><b>MATTAP Motion #2022- 39 The Tourism Advisory Panel Approves \$5,000 for Festival of Lights Marketing.</b></p> <p><b>Moved by:</b> Trusha Tanna <b>Seconded by:</b> Peter Sweet</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF GANANOQUE FESTIVAL OF LIGHTS IN THE AMOUNT OF <b>\$5,000 FOR EVENT MARKETING.</b></p> <p style="text-align: right;"><b>CARRIED</b></p>	
	<p><b>MATTAP Motion #2022- 40 The Tourism Advisory Panel Approves \$5,000 for Festival of Lights Marketing.</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Peter Sweet</p>	

	<p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) HEREBY APPROVES THE FUNDING OF GANANOQUE FESTIVAL OF LIGHTS IN THE AMOUNT OF <b>\$5,000 FOR EVENT COSTS.</b></p> <p style="text-align: right;"><b>CARRIED</b></p>	
11.	<b>Correspondence</b>	<b>NONE</b>
12.	<p><b>Discussion of Additional Items</b></p> <ul style="list-style-type: none"> <li>• Susan Push Train <ul style="list-style-type: none"> <li>○ TAP would like to assist the Heritage Advisory Panel to have old Susan Push Train painted back on the train. Amanda to discuss with Heritage and bring costing back to TAP.</li> </ul> </li> <li>• TAP would like to request a budget deviation</li> <li>• Start Planning Session <ul style="list-style-type: none"> <li>○ The panels member agreed that the strategic planning session was no longer required.</li> </ul> </li> </ul> <p><b>MATTAP Motion #2022- 41 – TAP to request Budget deviation</b></p> <p><b>Moved by:</b> Jeff Brown <b>Seconded by:</b> Trusha Tanna</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL RECOMMENDS THAT COUNCIL APPROVE A BUDGET DEVIATION FOR THE TOURISM ADVISORY PANEL IN THE AMOUNT OF \$19,000, TO BE FUNDED FROM THE \$7,000 CONTRIBUTION FROM TIAP AND BY A \$12,000 DRAW FROM THE MUNICIPAL ACCOPMODATION TAX (MAT) RESERVE.</p> <p style="text-align: right;"><b>CARRIED</b></p>	
13.	<b>Next Meeting:</b> Thursday, August 4, 2022 at 10:30 AM	
14.	<p><b>MATTAP Motion #2022-42 To Adjourn Meeting</b></p> <p><b>Moved by:</b> Peter Sweet</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL HEREBY ADJOURNS THIS MEETING.</p> <p style="text-align: right;"><b>CARRIED</b></p>	

**Chair:**

**Date:**

The Town invites and encourages people with disabilities to attend and voice their comments in relation to accessibility related reports. For those who are unable to attend, the Town encourages the use of the Customer Feedback Form found on the Accessibility Page on the Town’s website.