

Tourism Advisory Panel (TAP) – Meeting Minutes

Held on Monday, March 2, 2026 at 2:30 p.m.

In Person/Online – Council Chamber 30 King St., E, Gananoque

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Attendees	Ted Lojko Councillor Dave Osmond Mayor John Beddows Trusha Tanna (arrived 2:37 p.m.) Peter Sweet Jeff Brown (Alternate for Graeme Brown) Councillor Matt Harper (Chair)	John Morrison, Treasurer (arrived 2:36 p.m.) Amanda Trafford, Economic Development and Communications Officer Jennifer Baril, Tourism and Event Development Coordinator McKenna Modler, Tourism and Communications Assistant
Regrets	Brett Christopher	
Non-Voting		
1.	Call Meeting to Order Chair called the meeting to order at 2:33 p.m.	
2.	Disclosure of Pecuniary Interest & General Nature Thereof Jeff Brown declared a conflict of interest with the MG Club and the TIAP application	
3.	Approval of Minutes – January 13, 2026 MATTAP Motion #2026-06 – Approval of Minutes Moved Moved by: Ted Lojko Seconded by: Peter Sweet BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL APPROVES THE MINUTES FROM THE JANUARY 13, 2026 TOURISM ADVISORY PANEL MEETING. CARRIED	
4.	Public Questions/Comments (Only Addressing Items on the Agenda)	NONE
5.	Disclosure of Additional Items	NONE
6.	Delegations	NONE
7.	Presentations by Staff/Others	NONE

8.	Correspondence NONE
9.	Municipal Accommodation Tax - MATTAX Statement - The treasurer reviewed the MATTAX statement and provided details on the TAP reserves. - MATTAX Funds collected for the year currently equal \$415,000. TAP has a \$190,000 budget for events.
10.	New Business – TAP Funding Applications
	1000 Islands History Museum MATTAP Motion #2026-07 - 1000 Islands History Museum – New Exhibit Application Move by: Peter Sweet Seconded by: Jeff Brown BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE 1000 ISLANDS HISTORY MUSEUM – NEW EXHIBIT IN THE AMOUNT OF \$5,000 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED
	Downtown Gananoque BIA MATTAP Motion #2026-08 – Downtown Gananoque BIA – May to September Events Move by: Jeff Brown Seconded by: Trusha Tanna BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE DOWNTOWN GANANOQUE BIA – MAY TO SEPTEMBER EVENTS IN THE AMOUNT OF \$3,437.50 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED

	MG103Fest MATTAP Motion #2026-09 – MG Car Club of Toronto & Ottawa MG Club - MG103Fest Move by: Jeff Brown Seconded by: Trusha Tanna BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE MG CAR CLUB OF TORONTO & OTTAWA MG CLUB – MG103FEST IN THE AMOUNT OF \$2,000 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. DEFEATED
	Gananoque Pride Alliance MATTAP Motion #2026-10 – Gananoque Pride Alliance – Gananoque Pride Festival & Parade Move by: Jeff Brown Seconded by: John Beddows BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE GANANOQUE PRIDE ALLIANCE – GANANOQUE PRIDE FESTIVAL & PARADE IN THE AMOUNT OF \$3,450 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED
	1000 Islands Family Ribfest MATTAP Motion #2026-11 – 1000 Islands Family Ribfest – Gananoque Pride Festival & Parade Move by: John Beddows Seconded by: Jeff Brown BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE ROTARY CLUB OF GANANOQUE – 1000 ISLANDS FAMILY RIBFEST IN THE AMOUNT OF \$18,000 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED

	Top Gun Fun Run MATTAP Motion #2026-12 – Top Gun Fun Run Move by: Jeff Brown Seconded by: Ted Lojko BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE TOP GUN FUN RUN IN THE AMOUNT OF \$21,900 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED
	NTS DramaFest MATTAP Motion #2026-13 – NTS Dramafest Move by: Jeff Brown Seconded by: John Beddows BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE NTS DRAMAFEST IN THE AMOUNT OF \$7,965.77 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED
	John Beddows left the room at 4:25 p.m. due to a conflict of interest with Le FestivILES
	Le FestivILES MATTAP Motion #2026-14 – Le FestivILES Move by: Dave Osmond Seconded by: No Seconder BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FOR LE FESTIVILES IN THE AMOUNT OF \$80,000 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. DEFEATED

	Waterfront Concerts MATTAP Motion #2026-15 – Waterfront Concerts Move by: Jeff Brown Seconded by: Dave Osmond BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FOR THE WATERFRONT CONCERTS IN THE AMOUNT OF \$40,000 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. AS WELL AS FIND A RECOGNIZABLE NAME FOR MID AUGUST 2026 AND TO ADD A BANNER. CARRIED
	Thousand Islands Accommodation Partners MATTAP Motion #2026-16 – Thousand Islands Accommodation Partners Move by: Jeff Brown Seconded by: Dave Osmond BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FOR THE THOUSAND ISLANDS ACCOMMODATION PARTNERS IN THE AMOUNT OF \$23,400 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED
11.	Discussion of Additional Items
	2026 TAP Marketing Plan/Budget MATTAP Motion #2026-17 – 2026 TAP Marketing Plan/Budget Move by: Trusha Tanna Seconded by: Peter Sweet BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FOR THE 2026 TAP MARKETING PLAN/BUDGET IN THE AMOUNT OF \$2,000 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. CARRIED
	Post Event Survey • No changes required; good to proceed with sending out to Accommodators and generating QR codes
12.	Discussion for Next Meeting

13.	Next Meeting • June 15 at 2:30 p.m. in Council Chambers
14.	MATTAP Motion #2026-18 – Motion to Adjourn Moved by: Jeff Brown BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS ITS MEETING HELD ON MARCH 2, 2026 AT 4:58 p.m. CARRIED
 Matt Harper, Chair	 Amanda Trafford, Recording Secretary