THE CORPORATION OF THE TOWN OF

GANANOQUE

Canadian Gateway to the 1000 Islands

Tourism Advisory Panel (TAP) – Meeting Minutes

Held on Monday, October 19, 2026 at 2:30 p.m.

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

PANEL MEMBERS PRESENT		**STAFF COUNCIL PRESENT**
Attendees	Peter Sweet Brett Christopher (arrived at 2:32 p.m.) Graeme Brown Mayor John Beddows Ted Lojko (online) Councillor Matt Harper (chair) Trusha Tanna	John Morrison, Treasurer Amanda Trafford, Economic Development and Communications Officer Jennifer Baril, Tourism and Event Development Coordinator McKenna Modler, Tourism and Communications Assistant
Regrets		
Non-Voting		

1.	**Call Meeting to Order** Chair called the meeting to order at 2:32 p.m.
2.	**Disclosure of Pecuniary Interest & General Nature Thereof** • NONE
3.	**Approval of Minutes – September 21, 2026** **MATTAP Motion #2026-33 – Approval of Minutes Moved** **Moved by:** Brett Christopher **Seconded by:** John Beddows BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL APPROVES THE MINUTES FROM THE SEPTEMBER 21, 2026 TOURISM ADVSIORY 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 & Revenue Report • The TAP Budget Deviation was approved at the October 7, 2026 Council Meeting. a. $23,825 for event expenditures, increasing the approved budget from $166,175 to a maximum of $190,000 and further, that the additional expenditure of up to $23,825 be funded from the Municipal Accommodation Tax Reserve as presented in Council Report FIN-2026-35 • For the year of 2026, TAP had budgeted: a. $460,000 in total b. $190,000 for events c. $15,000 for contracted services d. $40,000 for staff e. $170,000 for TIAP • The Treasurer noted that TAP may only get a maximum of $400,000 for 2027, as tourism may fluctuate from year to year. • There was a discussion around increasing the MATTAX. The TAP Committee will review this further in 2027 and if a decision was made, a proposal will be made in 2028.
10.	**New Business – TAP Funding Applications**
	Kingston Skating Academy **MATTAP Motion #2026-34 – The 9th Annual Kurt Browning & Friends Skating Seminar** **Move by:** Graeme Brown **Seconded by:** John Beddows BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE KINGSTON SKATING ACADEMY OF $2,500 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. **CARRIED**

	Gananoque Curling Club **MATTAP Motion #2026-35 – "Come to Curl" and "Stay"** **Move by:** Brett Christopher **Seconded by:** Graeme Brown BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE GANANOQUE CURLING CLUB IN THE AMOUNT OF $0.00 SUBJECT TO ALL REQUIRED DOCUMENTS RECEIVED UNDER THE MUNICIPAL SPECIAL EVENTS AND FACILITY BOOKING POLICY AND APPROVALS FROM THE TOWN. **CARRIED**
	Town of Gananoque – Tourism & Events **MATTAP Motion #2026-36 – Ladies Night Out & Festival of Lights** **Move by:** Brett Christopher **Seconded by:** John Beddows BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) APPROVES THE REQUEST FOR FUNDING FROM THE TOWN OF GANANOQUE IN THE AMOUNT OF $5,499.00 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**
	Propose a Budget for 2027 • John Beddows suggested TAP to apply for Funding from the Trillium Grow Grant
	Trillium Grow Grant Application **MATTAP Motion #2026-37 – TAP to Apply for Le FestivILES** **Move by:** John Beddows **Seconded by:** BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) RECOMMENDS COUNCIL TO DIRECT STAFF TO MAKE A MULTI YEAR APPLICATION TO THE ONTARIO TRILLIUM GROW GRANT IN SUPPORT OF LE FESTIVILES. **DEFEATED**
	• TAP suggested Staff to review with other departments if they are applying for this grant and if its something best suited for Le FestivILES

	Ted Lojko left the online meeting around 3:30 p.m.
	Proposed Budget for 2027 **MATTAP Motion #2026-38 – 2027 TAP Budget** **Move by:** John Beddows **Seconded by:** Brett Christopher BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) RECOMMENDS TO TOWN COUNCIL THAT THE 2027 TAP BUDGET BE: • $15,000 CONTRACTED SERVICES • $40,000 STAFF • $190,000 EVENTS • $170,000 TIAP **CARRIED**
	Staff stated that in 2027, there will be a call for applications for TAP. You can be nominated or nominate someone else to be on the committee. This will be open in February of 2027.
12.	**Discussion for Next Meeting** • NONE
13.	**Next Meeting** • NONE
14.	**MATTAP Motion #2026-39 – Motion to Adjourn** **Moved by:** Matt Harper BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS ITS MEETING HELD ON SEPTEMBER 21, 2026, AT 3:51 p.m. **CARRIED**

Matt Harper, Chair	Amanda Trafford, Recording Secretary