



Tourism Advisory Panel (TAP) – Meeting Minutes

Held on Wednesday, December 17, 2025 at 2:30 p.m.

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

PANEL MEMBERS PRESENT		STAFF COUNCIL PRESENT
Attendees	Brett Christopher (Chair) Ted Lojko Councillor Dave Osmond Mayor John Beddows 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	Councillor Matt Harper Peter Sweet Graeme Brown	
Non-Voting		
1.	Call Meeting to Order Chair called the meeting to order at 2:35 p.m.	
2.	Disclosure of Pecuniary Interest & General Nature Thereof NONE	
3.	<p>Approval of Minutes – October 20, 2025</p> <p>MATTAP Motion #2025-33 – Approval of Minutes Moved</p> <p>Moved by: Ted Lojko Seconded by: David Osmond</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL APPROVES THE MINUTES FROM THE OCTOBER 20, 2025 TOURISM ADVISORY PANEL MEETING.</p> <p>Changes to Previous Meeting Minutes</p> <ul style="list-style-type: none"> • Pecuniary interest... not precautionary interest with the Playhouse application for Brett Christopher • MATTAP Motion #2025-29 for Thousand Islands Accommodations Partners but stated Halfway to Halloween for approval of funding. <p style="text-align: right;">CARRIED</p>	
4.	Public Questions/Comments (Only Addressing Items on the Agenda)	NONE

5.	<p>Disclosure of Additional Items</p> <ul style="list-style-type: none"> • Terms of Reference for the Advisory Panel 3.1.1 & 3.1.2 <ul style="list-style-type: none"> ○ The mayor asked if an action plan was to be developed for the 2026 budget? ○ Panel to set meeting for January 2026 to develop budget and timeline for funding intakes.
6.	<p>Delegations</p> <p>NONE</p>
7.	<p>Presentations by Staff/Others</p> <p>NONE</p>
8.	<p>Correspondence</p> <p>NONE</p>
9.	<p>Municipal Accommodation Tax</p> <ul style="list-style-type: none"> • MATTAX Statement <ul style="list-style-type: none"> a. The treasurer reviewed the MATTAX statement and provided details on the TAP reserves.
10.	<p>New Business – TAP Funding Applications</p> <p>NONE</p>
11.	<p>Discussion of Additional Items</p>

	<p>TAP Final Event Report</p> <ul style="list-style-type: none"> • Changes to the Final Report <ul style="list-style-type: none"> ○ Reword “Please indicate any deviations in fund usage..” ○ Pg. 2 Add another box; Did you use all the funds and please provide details on how you used the funds. ○ Pg. 3 “Provide feedback on how this event.. add did it meet the target audience or objective ○ Remove total number of room nights filled as we will send out surveys to ask that question ○ Add a question “What they would like to see TAP do..” ○ Add “How did you find the application process and would you recommend tap to other events..” ○ The Treasurer indicated that funding holdbacks are more challenging from a financing standpoint. • During the January Meeting <ul style="list-style-type: none"> ○ Staff to create a one-page plan/budget for the year of 2026 that includes dates, timeline, plans/goals for the January meeting for the Panel to review so we can take to Council for approval. ○ This plan/budget can include funding to boost Facebook Posts for each intake which will also allow us to gather data on who is viewing the TAP Grant ○ Staff to create a survey that's manageable and possibly have it as an open portal with QR codes at hotels and bed & breakfasts that takes people directly to the survey instead of chasing them to complete it <p>MATTAP Motion #2025-34 – Approval of Final Report</p> <p>Moved by: Brett Christopher Seconded by: David Osmond</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL APPROVES STAFF TO MAKE FINAL EDITS TO THE TAP FINAL REPORT.</p> <p style="text-align: right;">CARRIED</p>
	John Beddows left the meeting at 3:31 p.m.
	<p>2026 Budget and Meeting Schedule</p> <ul style="list-style-type: none"> • To be discussed at next meeting
	<p>Joel Stone Amphitheatre Electrical Upgrade</p> <ul style="list-style-type: none"> • If we want to have bigger bands and events at Joel Stone, we need to have 50-amp service • Dave suggested to also update the food truck electrical system • For next meeting, Jen will gather all three quotes to attach to agenda so we can vote with all panel members in attendance
	<p>2025 Recap</p> <ul style="list-style-type: none"> • Jen and Amanda provided a recap of how much was spent on each TAP funded event for 2025

12.	<p>Discussion for Next Meeting</p> <ul style="list-style-type: none"> • Joel Stone Amphitheatre Electrical Upgrade – Staff to attach all quotes to agenda • Staff to create a plan for the year of 2026 for TAP • Staff to finalize the TAP Final Report • Staff to create survey for all hotels/BNBs in the area to • National Theatre School (NTS) March 2026 - Brett Christopher
13.	<p>Next Meeting</p> <ul style="list-style-type: none"> • January 13, 2026 at 2:30 p.m. in Council Chambers
14.	<p>MATTAP Motion #2025-35 – Motion to Adjourn</p> <p>Moved by: Ted Lojko</p> <p>BE IT RESOLVED THAT THE TOURISM ADVISORY PANEL (TAP) ADJOURNS ITS MEETING HELD ON DECEMBER 17, 2025 AT 4:05PM.</p> <p style="text-align: right;">CARRIED</p>
Brett Christopher, Chair	Amanda Trafford, Recording Secretary