

Municipal Accommodation Board Meeting

MINUTES

Meeting to be held on **Tuesday, April 9th, 2019 @ 12:00 pm.**
Council Chambers – 37 Main St. East.

1. Introductions

a. Blue Sky

- The group outlined the following preliminary objectives for the Tourism Entity:
 - Grow off season business to increase tax revenue
 - Put Huntsville on the map
 - Advertise to international and corporate travellers
 - Focus on the '4 hour zone' for marketing – Ottawa, London, Toronto, etc.
 - Provide grants to support community initiatives
 - Collaborate with local organizations on their current initiatives, including events and festivals
 - Utilize the tools already available from other organizations
 - Marketing
 - Increase visitors during the busy season
 - Create a strategic plan to help guide the priorities and direction of the organization

- The group emphasized the need to have a strategic plan developed to outline the first 3 years (the 'test phase'), as well as tying funding requests to the Strategic Plan priorities and goals, will assist with supporting the decisions they make

- The Town of Huntsville is working to develop a policy that will recommend how their percentage of the MAT revenue is spent

2. Review of Municipal Accommodation Tax Program

a. Provincial Legislation

- An overview of the MAT legislation was provided

b. Motions of Huntsville Town Council

c. Eligible Tourism Entity

d. Municipal Accommodation Tax Working Group

- Brief discussion took place highlighting the work of the MAT Working Group
- Group was created to provide input on the components of the corporate by-laws, polices, TPA components and administration so the new Tourism Entity could hit the ground running

e. Collection Agency – Process

- Collection agreement is being finalized with ORHMA
- Expected to receive first payment in late May

f. Transfer Payment Agreement

- Members were advised that the TPA is currently being reviewed by the Town's lawyers and it will be presented to the board after Town Council has reviewed it.

3. Non-Share Capital Corporation Set-Up

- It was identified the Tourism Entity will need to develop an evaluation process and criteria for when an organization or event requests funding assistance as well as communications material to deal with organizations who may be denied.
- It was noted that in order to maintain full transparency the board should consider who is accepting applications and what organizations benefit from the funds.
- The group will review the bylaws and come prepared to adopt the document at the next meeting
- The group will appoint its officers at the next meeting
- Tourism Entity's external membership includes all current directors from existing Board of Directors for Town Council, HLOB Chamber, Hotel and Restaurant Association and the Downtown Huntsville BIA
- A brief discussion regarding administrative support took place. The group asked if the Town of Huntsville could continue to offer administrative support during the initial start up phase.
- For the time being it was agreed that the Entity continue to utilize the administrative support offered by the Town. Town Staff will prepare a report to committee or council outlining staff requirements and the expected length of time the Entity would be requesting this support.
- This information will allow the board to determine the route they will take with regards to administration and staffing going forward.
- After the incorporation papers are signed, items such as director's insurance, bank account, auditor, etc. will be need to be determined.
- Jerry asked if a committee structure is an option to help dilute work from Board. Yes, the Board will determine this when they review their governance policies

b. Relationship with Town Council

- c. **By-Laws – Background Paper**
- d. **Recommendations of MAT Working Group**
- e. **Review of Application for Letters of Patent**
 - **Confirm working name**
- f. **Adopt By-Laws**
- g. **Officers**
 - President of the Board**
 - Vice-President of the Board**
 - Secretary- Treasurer**

4. Strategy

- a. **Role of this Organization in Huntsville and Muskoka**
- b. **Define Success**

5. Wrap Up

- a. **Next Meeting Date**
- b. **Agenda Items**
 - **Governance Orientation**
 - **Corporate Polices and Procedures**