MINUTES

In-person meeting at Huntsville Public Library, and online via Zoom
February 13, 2024, 2:30 p.m.

_____

Present: Jeff Suddaby, Scott Morrison, Andrew Buwalda, Chirag Patel, Steve Campbell, Steve Carr, Marisa Kapourelakos (arrived at 4:52 during ED report)
Regrets: none
Staff: Kelly Haywood, Dawn Huddlestone
Guests: Lauren MacDermid and Lisa Spolnik, Town of Huntsville; Morgan Lonsdale, BIA; Halley Clover and Torin Suddaby, Chamber; Scott Acton and Janet Hazelwood, Chamber (Zoom)

1. **Welcome and agenda approval**
   The meeting was called to order at 2:31 p.m.
   1.1. Agenda approval
   Motion: To approve the agenda as presented.
   Moved by: Steve Carr
   Seconded by: Chirag Patel
   CARRIED

2. **Declaration of conflict of interest** – Jeff Suddaby noted that one of the presenters, Torin Suddaby from the Chamber, is his son; Steve Campbell noted that one of the presenters, Huntsville Festival of the Arts, is his tenant.

3. **Approval of meeting minutes**
   Motion: To accept the minutes from the January 30, 2024 meeting as presented.
   Moved by: Steve Carr
   Seconded by: Chirag Patel
   CARRIED

4. **Presentations**
   4.1. Huntsville Festival of the Arts
   HfA ED Dan Watson provided an overview of where HMATA funds have been spent in the past and how requested funds ($50,000) would be spent in 2024. A summer line-up announcement is coming April 9 – HMATA Board members are invited to attend. Watch for details.
   Discussion: Could HMATA take on some of the marketing effort, in conjunction with Muskoka Tourism, and reduce the total funding ask as a result? (Dan: HfA is open to collaboration and cross-marketing, but wouldn't want to leave all of the marketing to partners as they are ultimately responsible for the success of their events.)

_____

4.2. Huntsville Lake of Bays Chamber of Commerce
ED note: Due to the change in HMATA's fiscal year, the Chamber didn't receive its full allocation of funding within HMATA's 2023/24 budget ($10,000 remains).

a. Events
Torin Suddaby presented a funding request for the Muskoka Maple Festival for 2024 for $18,000, plus a request for support for 2024/25 events/initiatives totalling $75,000 (Campfire Sessions $22,000, SnowFest/Winter Entertainment Series $20,000, Maple Festival $18,000, equipment rental program $15,000) with the possibility that $7,300 will be returned to HMATA if the Chamber secures an Experience Ontario grant for the Campfire Sessions. There was an additional ask for a refrigerated rink for $174,065, $154,065 of which would be returned if the Chamber secures an Ontario Trillium grant.
Discussion: What marketing is included? (Each event has its own website and hotels receive rack cards and posters.) Is the Town in support of the refrigerated rink, and does it require additional infrastructure like power? (The Town has provided a letter of support for the grant, and additional hydro will likely not be required.) Who would operate it? (Chamber staff.) Annual installation/maintenance cost? (Approx. $2,500.)

b. Visitor services
Halley Clover presented a proposal for providing visitor services. The Chamber currently receives $32,000 from the Town of Huntsville to operate a visitor information centre at the Algonquin Theatre and a self-serve tourism information booth at 3 Guys and a Stove. Propose enhanced visitor service options, including curated visitor welcome packages for attendees at large events, a roaming Explore Huntsville kiosk staffed with tourism ambassadors for big events (up to 26 events, 12 of which would be in the summer), Explore Huntsville passport on the Chamber's existing app, FAM tour support, collaborate on community events calendar with HMATA and other partners like the BIA, dedicated tourism inquiry phone line and AI-supported online chat. Ask: $20,000.

5. Huntsville Brand
Lauren MacDermid and Lisa Spolnik from the Town of Huntsville provided an overview of the Huntsville community brand and guidelines for its use.
Discussion: HMATA will be primary user, but will also be available to other partners/organizations to use in conjunction with their own brands if appropriate. Partners could provide content (e.g. event

---

MINUTES
In-person meeting at Huntsville Public Library, and online via Zoom
February 13, 2024, 2:30 p.m.

_____

images) that could be branded for marketing use. An database of approved, branded images/videos for all tourism partners to access would be useful.

6. **Sponsorship formula review**
   The ED presented an updated sponsorship formula for use when assessing funding applications, including funding bands to calculate what percentage of estimated event/project revenue would be used to determine the maximum amount of funding an organization would be eligible for (with final determination at the Board's discretion).
   Discussion: Should environmental considerations be weighted heavily, even if the event drives tourism? (Need to ensure funding aligns with HMATA's brand and environmental position. They won't necessarily be turned away, but it may affect how much funding they are eligible for.) Need to make a decision on a funding cap.
   ACTION ITEMS:
   -ED and Treasurer to further refine the formula and funding bands based on Board feedback.
   -Staff to develop an environmental policy for Board's consideration.

7. **Previous business**
   7.1. **Huntsville Curling Club accessibility funding**
      Motion: To provide the Huntsville Curling Club with one-time funding of $5,000 for capital improvements related to accessibility.
      Moved by: Scott Morrison
      Seconded by: Chirag Patel
      CARRIED
      ACTION ITEM: Staff to notify HCC that they are welcome to request funding for future individual events.

   7.2. **Municipal ice covering**
      ED met with Town staff regarding floor covering for the Don Lough Arena. The flooring would be suitable for trade shows, concerts (although the venue isn't ideal for this due to sound challenges), and low-impact events like the robotics competition presented previously. It would not be suitable for sporting events. There are also costs that would be incurred by users, such as a $7,000 install/removal fee and $5,000 to remove the glass from the boards.
      Discussion: It is difficult to determine return on investment because there is little precedence to draw on from other municipalities. Capital grants are a possibility if there is enough of a use case for it.

MINUTES

In-person meeting at Huntsville Public Library, and online via Zoom
February 13, 2024, 2:30 p.m.

_____

Motion: To provide $230,000 to the Town of Huntsville to purchase ice covering for the Don Lough Arena.
Moved by**:** Scott Morrison
Seconded by: Andrew Buwalda
DEFEATED
<mark>**ACTION ITEM:**</mark> Staff to notify Town that HMATA would be open to collaborating on grant opportunities for this initiative.

7.3. Affirmation of e-vote for winter marketing campaign
Motion: To affirm the Board's unanimous electronic decision to allocate $12,000 for a winter marketing campaign.
Moved by: Steve Carr
Seconded by: Andrew Buwalda
CARRIED

8. TPA update
The ED met with municipal staff to review the final changes to the TPA.
Discussion: The clause prohibiting in-kind donations from the Town for organizations that have received funding from HMATA will stand, but in special instances HMATA or applicants could still approach council re: an exception. Recommend advocating to change this on the next TPA.
<mark>**ACTION ITEMS:**</mark>
-Dissolution of HMATA needs to be incorporated into the agreement. What happens to HMATA's funds if the organization ceases to exist? ED proposed that funds be returned to the municipality with the caveat that they be used for tourism-related activities. This may need to be revisited in the future if HMATA begins revenue-generating activities – would those funds still go to the municipality?
-Staff to arrange TPA review by HMATA's legal counsel.

9. ED report
9.1. Delegation proposals – Knights of Columbus, YMCA job fair
-Knights of Columbus have requested $5,000 for their annual tournament (28 teams, 350 players)
-YMCA of Simcoe Muskoka has requested $5,000 for its annual job fair (tentatively scheduled for April 4, 2024). ED to present on their behalf at the next meeting.

-**ACTION ITEM:** ED to present options for branded items at next meeting.

9.2. ROMP – Rural Ontario Medical Program
-ROMP has asked for HMATA/accommodators to donate rooms for medical students. This could be an item included in a HMATA newsletter to stakeholders and/or a direct email to accommodators. The Town can contribute some funds, but not the full amount.

9.3. ED update – presented for information only
Brief discussion re: website refresh. Content from huntsvilleadventures.ca will move to explorehuntsville.ca but references to Lake of Bays and Muskoka Lakes accommodators/tourism operators will need to be removed.

9.4. Draft funding application
ACTION ITEM: Board members are asked to review this prior to the next meeting and provide comment, if any.

10. Funding request for Muskoka Maple Festival 2024
Ask: $18,000. Due to the change in HMATA's fiscal year, the Chamber is still owed $10,000. That will be deducted from the ask for this event.
Motion: To provide $8,000 to the Huntsville Lake of Bays Chamber of Commerce for the 2024 Muskoka Maple Festival.
Moved by: Andrew Buwalda
Seconded by: Steve Carr
CARRIED

11. Closed session
Motion: To enter closed session at 5:14 p.m.
Moved by:
Seconded by:
CARRIED

Discussion: Draft budget and staffing.

Motion: To leave closed session at 5:59 p.m.
Moved by: Steve Carr
Seconded by: Steve Campbell
CARRIED

MINUTES
In-person meeting at Huntsville Public Library, and online via Zoom
February 13, 2024, 2:30 p.m.

_____

12. Next meetings and adjournment
  12.1. Next meetings:
   - Tuesday, March 5 at 2:30 p.m., Holiday Inn Express & Suites (100 Howland Way)
   - Tuesday, March 26 at 2:30 p.m., HfA Studio (58 Main St E – entrance off Dara Howell Way across from River Mill Park)
   - Tuesday, April 16 at 2:30 p.m., Huntsville Curling Club (6 Veterans Way, 2nd floor lounge)
  12.2. Adjournment
   Motion: To adjourn the meeting at 5:59 p.m.
   Moved by: Marisa Kapourelakos
   CARRIED