

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on **June 23, 2022 at 4:00 pm**

Present: Jesse Hamilton, Karin Terziano, Steve Carr, Nate Smith, Chirag Patel, Jeff Suddaby

Regrets: None

Staff: Kelly Haywood, Barb Bloomfield

Guests: Morgan Lonsdale, Torin Suddaby

1. Welcome & Acceptance of Agenda

Motion to accept the Agenda as presented

Be it resolved to accept the agenda as presented

Moved by: Steve Carr

Seconded by: Jeff Suddaby

Carried

2. Declaration of Conflict of Interest

It was noted that at the agenda items to approve funding for the BIA and the Chamber for the Budget, we should have new agreements for 2-year partnerships. The last resolutions were made in 2019 for 2020 and 2021. The appropriate Board members should be aware from a Conflict of Interest perspective.

3. Minute Acceptance

Motion to accept the minutes from the **April 22, 2022** meeting

Be it resolved to accept the minutes from the April 22, 2022 meeting

Moved by: Jeff Suddaby

Seconded by: Nate Smith

Carried

4. Delegation: Morgan Lonsdale, Downtown Huntsville BIA

Morgan Lonsdale presented a proposal for the 2022/2023 year, requesting a total of \$50,000 with a breakdown as follows:

Halloween Bash, Saturday, October 29, 2022 - \$9,000 (Partnerships with HFA and Eclipse)

Ice Sculpture Festival, February 19, 2023 - \$15,000 (Partnership with Eclipse & Businesses)

Snow Village, Winter 2023 - \$5,000

Downtown Lighting - \$6,000 (Partnership with Eclipse)

Holiday Market - \$15,000

It was noted that the Halloween Bash is a new event, while the remainder of the funding would be for enhancements on pre-existing events.

There was discussion as to whether the resolution should be for one year or two. It was agreed that two years was acceptable.

It is noted that Nate Smith abstained from voting for the following motion:

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on June 23, 2022 at 4:00 pm

Motion to approve 2 additional years of funding at \$50,000 per year for the BIA.

Moved by: Jeff Suddaby

Seconded by: Steve Carr

Carried

5. Discussion regarding Town of Huntsville Correspondence and Meeting Outcome

The next step regarding correspondence from the Town of Huntsville is to rely on the upcoming strategic plan to resolve concerns. It was questioned how to make sure tourism entities and STR's are included in plans. Concern was expressed that "Heads in Beds" was our only measurement of success. We expressed that though it was an initial concept, the bulk of our work was not restricted to that. There was a discussion of "Conflict of Interest".

It was agreed that in future, Denise and Kelly would meet every 6-8 weeks allowing any concerns to be expressed with an open and regular flow of communication. It was agreed that communication had not been perfect from either direction in the past. Denise will be forwarding a summary of the conversation to HMATA.

The Town noted that they were very happy with the work HMATA has been doing to date.

6. HMATA Financials

- **YTD/Cashflow** – it was noted that as of June 21, 2022, we had \$976,318.48 in the bank account, with a balance of \$484,344.08 after significant board-approved commitments. There was a discussion about the 2022 Voucher Program. The Spring Program didn't seem to be as popular and there weren't as many guestrooms available (it was noted that Deerhurst in particular had an extremely high level of last-minute group bookings, so they didn't have the availability of leisure rooms). Instead of the anticipated spend of \$72,500, we will actually be spending \$30,875 for the 167 packages sold. In an attempt to sell more packages, RTO12 helped market the program and we are also building our own email list of interested people for the next program. The Vouchers were \$75.00, and the Gas Cards were \$50.00. It was noted that the Vouchers alone brought \$12,500 into the town, which wouldn't have happened without the program. This is in addition to the 167 two-night stays and the gas cards.

It was noted that the Cashflow as presented didn't include the BIA increase in item 4 above. It was also noted that the Board has changed direction from the original framework of 50/10/40, with 50% being Partnerships.

- **2022 Budget** – It was noted that there is an addition of Reserve Funding of \$400,000 to cover annual expenses in the event of diminished funding to carry the Board for one year. Also, it is expected that Floor 13 will recommend increasing Legal funding to assist with Partner Contracts, so that item has been increased to \$15,000.

Kelly Haywood to research whether it is stipulated that we require to have our Financial Statements Audited.

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on **June 23, 2022 at 4:00 pm**

Summary notes from Eclipse 2022:

34,612 people attended

55% were from out of town

34% were from Huntsville

11% were from other – Muskoka

10,253 people booked hotel tickets

Projected event revenue - \$47,662

Actual revenue - \$89,424

Anticipated Starting Revenue next year - \$68,500

Costs:

To install as is - \$70,000

Tear down costs – \$25,000

Staff - \$50,000

There is some equipment that will need to be replaced. If we were to repeat the event at the status quo, it would be about \$200,000. It will cost about \$50,000 per new installation (5 being recommended) this fall, 3 at the Heritage Place, (one at the entrance, plus two within) and 2 downtown. As we do not know yet about approval for the Celebrate Funding (\$150,000 for operations/entertainment, not capital), it was suggested that we add this into our budget, and should we get the funding, it can be a budget surplus. A detailed budget will be presented at the next meeting to present costs, with funding and without funding.

It is noted that Jeff Suddaby recused himself from the discussion and motion noted immediately below regarding funding for the Chamber of Commerce.

Motion to continue 2 more years at \$50,000 funding agreement with the Huntsville/Lake of Bays Chamber of Commerce for this year and next.

Moved by: Jesse Hamilton

Seconded by: Steve Carr

Carried

Motion to approve the 2022 Budget as presented with the adjustments of increasing Eclipse to \$450,000 and the BIA to \$50,000.

Moved by: Jesse Hamilton

Seconded by: Steve Carr

Carried

7. Staff Updates:

- **Floor 13** – we should receive their final report in early August, though we will push for the end of July. This would put us in sync for the funding and Eclipse upgrade, so we can hit the ground running in August. There are purchases that need to be made as soon as possible

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on **June 23, 2022 at 4:00 pm**

for the Eclipse upgrade. The next step is a Survey, that will go out to members of the Chamber and BIA, and to the Municipality. There will also be targeted social media for non-members to access the survey. Floor 13 will be completing a market analysis for comment by the Board by end of July. It was noted that once the Floor 13 recommendations come in, we can go ahead, not needing to wait for approval.

There was discussion regarding the great value of Eclipse as a new event to the community, the importance of building on the momentum, and shouldn't we just go ahead and proceed with the upgrade as discussed? There was concern that if we waited too long, we might miss the opportunity to purchase and receive the new installs for opening this fall. It was then mentioned that we really need to have all our ducks in a row, all locations secured and a detailed budget for review prior to approval. Kelly Haywood to supply more details at the next meeting. There will also be a delegation to council at the end of July regarding securing MHP and a general review of issues to be improved.

- **Voucher Campaign Update** – see item 6, YTD/Cashflow
- **Eclipse Walk with Light** – Season 2 – see item 6, 2022 Budget

8. Council Presentation Review

June 29, 2022 at 9:00 am

Jesse Hamilton will be conducting the HMATA Review. Though the PowerPoint presentation has already been submitted to Council, the Board took this opportunity for all members to contribute to the verbiage, how it is presented and what to speak to on June 29 for the presentation.

9. New Business

- Scott Doughty resigned on May 13, 2022
- Board Vacancy Plan – Kelly Haywood to research the procedure for replacing our Board members and present at next meeting.
- Mark your Calendars:
 - i. Chamber AGM – June 28 @ 5:30 p.m.
 - ii. HLOBARA Annual Meeting – July 13 @ 3:00 p.m.
- Requests:
 - i. YMCA, Nordic University Championships, Ontario Tourism Summit – moving forward, any new requests will be added to the upcoming Board Meeting Agenda, while encouraging the applicants to forward their presentations in advance.

10. The meeting was Adjourned.

Next Meeting: Potentially July 20 at either 10:00 a.m. or 3:00 p.m. Kelly Haywood to confirm.