



MINUTES
Virtual meeting via Zoom
Thursday, July 25, 2024, 12:00 p.m.



Present: Jeff Suddaby, Scott Morrison, Andrew Buwalda, Steve Carr, Chirag Patel, Steve Campbell
Regrets: Ken Patel
Staff: Kelly Haywood, Torin Suddaby
Guests: Halley Clover, Chamber

1. Welcome and agenda approval

The meeting was called to order at 12:02 p.m.

Motion: To approve the agenda as presented.

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED

2. Declaration of conflict of interest – none

3. Previous business

3.1. Ontario 55+ Winter Games bid

***Motion:** To proceed with the bid process for the 2026 Ontario 55+ Winter Games.*

Moved by: Steve Carr

Seconded by: Steve Campbell

Discussion: Kelly Haywood noted that the bid process will help determine if HMATA is prepared to host the event. There is still a lot of knowledge/experience in the community from past Games, and if HMATA can tick all the boxes then hosting it again would be recommended as it is midweek in February and will bring approximately 1,000 competitors plus supporters to the Huntsville area. Board comments: worthwhile event provided it doesn't consume too much staff time/focus (hiring a GM will cut down on this significantly); financial risk is minimal given hosting grant and registration fees will cover most of expenses, with the rest to be covered by sponsorships; would help to increase MAT revenue at accommodators.

CARRIED

ACTION: Staff to present details for the 2028 bid process (deadline in November 2024) at the next meeting.

4. ED report – Kelly Haywood

4.1. Procedural bylaw

***Motion:** To adopt the HMATA Procedural Bylaw as presented, with the following exception: clause 4.1.5 is reworded to read, "If during the course of a Board meeting a quorum is lost, the Chair may: (i) permit the meeting to proceed at the Chair's discretion, if there are remaining agenda items that require an immediate decision; (ii) declare that the meeting stand adjourned, not ended, to reconvene at such time and place as the Chair shall then determine; or (iii) cancel the balance of the meeting, if in the Chair's opinion, it is not essential to deal with the balance of the agenda before the next regular meeting."*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED

4.2. Funding intake: winter program application (for information only)

Discussion: Kelly Haywood proposed that an additional, winter-specific funding intake occur this fall, for projects to take place in January or February 2025 with specific eligibility requirements, including that it must be open to the general public, it cannot be a one-day tourism event nor a non-consecutive festival (for example, it can't be every Saturday for a month), and it cannot be a charitable or fundraising event. This "special" application would not include a funding ceiling, so that if a phenomenal opportunity presents itself, the Board would still be able to consider it. The deadline would be near the end of August.

ACTION: Staff to prepare and distribute the application and association media release.

4.3. Astronomy tourism

Discussion: Kelly Haywood presented details of an astronomy tourism initiative that has arisen from a collaboration of economic development advisors and DMOs across Muskoka, with a member from each community. It's an accessible and easy tourism activity to promote in the fall, from after Thanksgiving to the end of October. HMATA would develop programs and Muskoka Tourism would promote them, although we would likely still promote some of our own activities. \$10,000 would go toward the programming of five main activities, as outlined in the presentation attached to the agenda. Programming across Muskoka would likely be primarily in Huntsville and Gravenhurst, and a call would go out to local operators for activities, similar to how the Maple Trail operates. Board questions: Are there enough dark sky areas in Huntsville? (The Deerhurst airstrip, Arrowhead, and Lions Lookout are all possibilities.) Does it have to be just Oct/Nov? (This would be a pilot program and it could be promoted year-round going forward.)

Motion: *To approve the transfer of \$10,000 from Community Sponsorships to Destination Awareness for astronomy tourism program development.*

Moved by: Steve Carr

Seconded by: Steve Campbell

CARRIED

ACTION: Staff to report back on progress.

5. Next meetings and adjournment

5.1. Next meetings:

No August meeting

Tuesday, September 10, 2024 at 2:00 p.m., Hilton Home2 Suites

Tuesday, October 15, 2024 at 2:00 p.m., Hilton Home2 Suites

Tuesday, November 19, 2024 at 2:00 p.m., Hilton Home2 Suites

5.2. Adjournment

Motion: *To adjourn the meeting at 12:37 p.m.*

Moved by: Steve Carr

Seconded by: Scott Morrison

CARRIED