

Huntsville Municipal Accommodation Tax Association

MINUTES

Meeting held on **Tuesday January 28, 2020 @ 1:00pm**
Carmichael Meeting Room – Deerhurst Resort

Present: Jesse Hamilton, Jeff Suddaby, Scott Doughty, Matthew Phillips, Kaushal Gandhi, Karin Terziano and Christine Kropp (via phone call)

Guests: Chirag Patel, Morgan Richter, Scott Ovell, Kirsten Maxwell

Staff: Kelly Haywood, Barbara Bloomfield

1. Welcome

Approve Agenda as presented

Be it resolved that the agenda be accepted as presented

Moved by: Jeff Suddaby

Seconded by: Scott Doughty

CARRIED

2. Declaration of Conflict of Interest

None were declared

3. Financial Institution Review and Selection

Kelly Haywood presented overview of budget and projections.

- Short-term Rentals: Airbnb/VRBO – not added to projections
- Scott Ovell will obtain a ballpark figure from Airbnb, currently no reporting history from VRBO
- Karin Terziano reiterated that she would like to see some of the monies collected from STR to be put towards affordable housing initiatives
 - The HMATA Board agreed that they would be supportive of finding ways for funds to go towards affordable funding
- Discussion took place regarding reporting in terms of what is still outstanding or what has not been reported.

4. Huntsville/Lake of Bays Chamber of Commerce and Huntsville Downtown BIA Funding.

Huntsville/Lake of Bays Chamber of Commerce

Kelly Haywood presented an overall budget for the \$50,000 approved. In addition to the \$20,000 already approved for SnowFest;

- \$16K Spring Campaign around Maple Trail and Festival
 - Developing into a weekend event
- \$9K for Summer Campaign and Flavours of Ontario
 - Workforce Dev't Initiative
 - Mid-week, August
- \$5K for website upgrades

Huntsville Downtown BIA

Morgan provided a preliminary proposal, not yet approved by BIA Board, although many had input, and are aware. The HMATA Board provided positive feedback to the plan. The BIA Board will approve in late February.

5. Partnership Program Application Evaluation.

Band on the Run

Review of \$60K ask, was awarded \$20K – resubmitted budget based on awarded. Some questions still remain around last years' budget vs changes in this years' budget.

Action: Kelly to have them clarify

OFSAA

What repercussions will be faced if teachers strike is still on – work to rule. Event will be staffed here with Cross Country Ski Club from Arrowhead, not depending on teachers to run it.

Action: Kelly to reach out to John Cowan for game plan for those attending.

6. RTO12 Voucher Program Increase

RTO12 requested direction regarding the opportunity to reallocate marketing dollars for an additional 425 packages. The Board agreed.

7. Short-term Accommodation Update

Zoning was ratified last night at Council. Licensing open as of March 1st, three to four months to get all in place. Enforcement to start July 1st. Airbnb collection will commence April 1st. Working with Ontario Cottage Rentals et. al. on procedures, collection agent.

8. New Business

Karin Terziano – Where do we sit on insurance coverage?

- Kelly responded that it is in the works. Hold up is finding a policy that covers 'errors and omissions'. Hard to find a market that offers this with Directors and Officers
- Bank account is set up with signers.

Administration RFP due February 7th at 12:00 pm

- Scott Ovell will scan and send them out once closing, also has matrix for scoring.

Jeff Suddaby would like a review of the partnership program application process, how they were scored, added to next meeting agenda. Should be addressed prior to next intake.

9. Closed Session

Meeting did not move into closed session.

10. Adjournment

Be it resolved that this meeting adjourned at 3:23pm.

Moved by: Jeff Suddaby

Next Meeting: Friday February 14th, 2020 at 8:30am – G8 Boardroom, Deerhurst Resort