



MINUTES

In-person meeting at Hilton Home2
and online via Zoom
October 15, 2024, 2:00 p.m.



Present: In person: Jeff Suddaby, Andrew Buwalda, Steve Carr, Chirag Patel
Via Zoom: Scott Morrison, Chandler Jolliffe

Regrets: none

Staff: In person: Dawn Huddleston
Via Zoom: Kelly Haywood, Torin Suddaby, Rhonda Christenson

Guests: In person: Halley Clover (Chamber), Lauren MacDermid (Town of Huntsville)
Via Zoom: Rachel Hunt (BIA)

1. Welcome and agenda approval

The meeting was called to order at 2:02 p.m.

Motion: *To approve the agenda as presented.*

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED

2. Steve Campbell resignation and recognition

Chair, Jeff Suddaby, noted that Steve Campbell has resigned from the Downtown BIA Board and is therefore no longer eligible to sit on the HMATA Board. He thanked Steve for his contributions.

3. Welcome Chandler Jolliffe (Cedar Canoe Books), Downtown Huntsville BIA representative

Chair, Jeff Suddaby, welcomed new Board member Chandler Jolliffe as the Downtown BIA representative.

4. Declaration of conflict of interest

Andrew Buwalda declared a conflict for 9. Eclipse subcommittee discussion.

5. Approval of meeting minutes

Motion: *To accept the minutes from the September 10, 2024 meeting as presented.*

Moved by: Steve Carr

Seconded by: Andrew Buwalda

CARRIED

6. Financial update

6.1. Cash flow – Treasurer, Andrew Buwalda, provided an overview of YTD financial statement and forecast.

6.2. Audited financials – Have not yet been received from the auditor. To be presented at the next meeting if complete. In future, Board to discuss using an RFP process for auditors for next fiscal year.

An additional discussion was had regarding Revenue Canada filing, which has been resolved.

7. Winter funding intake

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7.1. Huntsville Girls Hockey Association annual tournament

Motion: To provide the Huntsville Girls Hockey Association with a \$2,500 community tourism sponsorship for its 2025 tournament.

Moved by: Steve Carr

Seconded by: Chirag Patel

Discussion: Separate from this ask, HMATA should have a protocol related to how/whether to help fund established, profitable tournaments or other recurring events. They do bring people to town, but HMATA's contribution would not necessarily drive additional visitors. Prefer to support new rather than mature events.

CARRIED

ACTION: Staff to draft a protocol for sports tournaments and recurring events for Board consideration.

7.2. Arrowhead Nordic – Ontario Youth Championships

Motion: To provide Arrowhead Nordic Ski Club with a \$12,000 community tourism sponsorship for the 2025 Ontario Youth Championships.

Moved by: Andrew Buwalda

Seconded by: Steve Carr

Discussion: New winter event that has the potential to help attract further winter events.

Funding will also create assets (banners and flags) that promote Huntsville, which will be used in many future events.

CARRIED

7.3. Snowfest

Motion: To allocate \$12,000 for Snowfest activities.

Moved by: Steve Carr

Seconded by: Chirag Patel

Discussion: Value-add for visitors. Like that it is being spread over three weekends. There is a need for rental skates for the rink – Chamber looking into a skate drive.

CARRIED

8. ED report

8.1. September marketing report review

Astrotourism campaign has been well-received, with registration for many of the free events filling up in advance. Marketing stats to come.

8.2. Tourism Advisory Panel

Draft terms of reference were presented, along with suggested panel composition. STRA rep still to be determined. To be motioned at next meeting to allow staff to proceed with building the panel. Terms of reference will also be reviewed by the panel, once established, and will return to Board for approval. Panel members will be welcome to attend Board meetings, or could include an alternate. Consider including member roles and responsibilities in terms of reference.

8.3. Downtown lights (King St and River Mill Park) update



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Canopy lights will be installed in the King St walkway before the end of October. Installation of singing trees still to come. River Mill Park canopy lights will hopefully be installed this year – engineer’s drawings are complete; per Town staff, awaiting input from Rotary regarding affixing the lights to the bandshell.

8.4. Draft procurement policy

Staff presented updated draft procurement policy. To be motioned at next meeting.

8.5. River Mill Park rink update

To be installed once canopy lights are in place.

8.6. 55+ Winter Games

Site visit went well. Only other applicant is Orillia (who hosted last year). Announcement will be made in November.

8.7. Proposed 2025 meeting schedule

Staff presented a draft meeting schedule for 2025. Dates are primarily the third Tuesday of each month to allow for preparation of financial statements.

8.8. 2024 charitable donation – discussion

Charities need to align with HMATA’s mandate, and could include healthcare, mental health, housing. In the past, staff and the Board have created a shortlist. In future, consider drafting specific criteria and putting out a call for interested and eligible charities. Proposed charity for 2025: Huntsville Hospital Foundation. Could also consider a small donation to another charity, such as Mind-Aid. To be motioned at next meeting.

ACTION: Staff to redraft charitable donation policy and eligibility criteria for future Board discussion.

8.9. Revised funding formula for 2024/25 intake period

Staff presented draft funding formula revised based on Board input. The formula is one tool that the Board can use when evaluating and comparing applicants, but the final decision on funding remains at Board discretion.

ACTION: Staff to add calculation for full MAT generated to formula.

8.10. Document repository – Google Drive

ACTION: Staff to set up the repository and provide access to Board members.

8.11. MCI – Fam Tour

Familiarization tour with about 12 meeting planners happening this weekend (Oct 19-20) in conjunction with Deerhurst Resort. Kelly Haywood will host a lunch for the planners, and will highlight additional information about Huntsville and potential meeting space. Attendees will receive a gift bag.

8.12. KPIs

Staff presented KPIs for measurement of campaigns throughout the year. Board to review for discussion at next meeting. To be motioned at the next meeting. Final version will be shared with Town staff as well.

8.13. December social – proposed date Monday, December 9 at 12:00 p.m. at Deerhurst

9. Eclipse subcommittee

Andrew Buwalda recused himself from discussion.



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Motion: To accept the Eclipse partnership agreement outline as amended and to approve the budget of \$395,000 to be transferred from reserve.

Moved by: Steve Carr

Seconded by: Chirag Patel

Discussion: Initial two proponents remain. Amended partnership agreement outline discussed. With Steve Campbell's resignation, Steve Carr has been added to the subcommittee.

CARRIED

ACTION: Subcommittee to meet again prior to next regular meeting to discuss next steps and make a recommendation to the Board.

10. Closed session

Motion: To enter closed session at 3:25 p.m.

Moved by: Steve Carr

Seconded by: Andrew Buwalda

CARRIED

Discussion (recorded by Secretary, Steve Carr): Thank you given to the Eclipse subcommittee members for all their work. General discussion in regards to the direction of the MAT Board.

Motion: To exit closed session at 3:45 p.m.

Moved by: Chirag Patel

Seconded by: Andrew Buwalda

CARRIED

11. Business arising from closed session

None

12. Next meetings and adjournment

12.1. Next meetings:

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

Monday, December 9, 2024 at 12:00 p.m. at Deerhurst – social only

Tuesday, January 14, 2025 at 2:00 p.m. via Zoom – 2025/26 application intake

Tuesday, January 21, 2024 at 2:00 p.m., Hilton Home2 Suites – regular meeting

12.2. Adjournment

Motion: To adjourn the meeting at 3:45 p.m.

Moved by: Chirag Patel

Seconded by: Andrew Buwalda

CARRIED