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## MINUTES

In-person meeting held at Deerhurst Resort on **February 16, 2023, 3:30 p.m.**

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**Present:** Jesse Hamilton, Jeff Suddaby, Steve Carr, Chirag Patel, Scott Morrison, Bob Stone, Rachel Hunt (for Nate Smith)  
**Regrets:** none  
**Staff:** Kelly Haywood, Torin Suddaby, Dawn Huddlestone, Barb Bloomfield (via ZOOM)  
**Guests:** Lauren MacDermid, Town of Huntsville; Ellen Selby, BIA (via ZOOM)

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### 1. Welcome and agenda approval

*Motion: To accept the agenda as presented.*

Moved by: Steve Carr

Seconded by: Jeff Suddaby

**CARRIED**

2. **Declaration of conflict of interest** – Jesse Hamilton declared a conflict for the first delegation regarding the CAMA conference, which will be held at Deerhurst Resort. The Board agreed he could be present but refrain from the discussion.

### 3. Approval of meeting minutes

*Motion: To accept the minutes from the January 26, 2023 meeting as presented*

Moved by: Steve Carr

Seconded by: Jeff Suddaby

**CARRIED**

### 4. Delegations

- a. Jennifer Goodine, Canadian Association of Municipal Administrators (CAMA)  
Requested \$11,900 for transportation, entertainment and photography costs using local vendors for the CAMA conference at Deerhurst Resort (May 29-31, 2023).
- b. Dan Watson, Huntsville Festival of the Arts  
Requested \$40,000 toward HfA's 2023 season. (Total budget: \$770,000)
- c. Nick Stoehr, Trisport Events  
Requested \$30,000 to offset the Ironman licensing fee and rental cost of the Canada Summit Centre, Lions Lookout Park and Camp Kitchen Beach for the 2023 Ironman 70.3 Muskoka (July 9, 2023).
- d. Saleem Hall, YMCA Simcoe Muskoka  
Requested \$3,500 to offset venue, advertising, transportation, and food and beverage costs for



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the YMCA's upcoming job fair on April 6, 2023, including \$1,000 for rental of the Jack Bionda Arena.

- e. Natasha Corbett and Rich Trenholm, TriMuskoka  
Requested \$400,000 to offset the engineering, equipment and programming costs for phase 2 of the MSCLE (Movement for Strength, Conditioning, and active Lifestyles for Everyone) project (phase 2 budget: \$900,000)

### 5. Funding deliberations

Prior to discussion on funding requests by the earlier delegations, Jesse Hamilton provided a brief update on a discussion he had with Town staff and councillors regarding how funding is allocated for new Board members. Although a matrix for assessing funding requests had been developed after HMATA was formed, during COVID that approach was abandoned for a less onerous process in order to keep funds flowing into the community while the strategic plan was developed. He recommends that funding be paused after this meeting until HMATA's future is clear.

Kelly noted that there is about \$1M in the bank now, plus what is forecasted for 2023 (estimated at \$950,000).

Jesse added that there has been discussion about whether heads in beds is the correct measurement, or only measurement, for determining funding.

Jesse also expressed concern that HMATA funds are being used to pay Town fees when the Town also retains MAT dollars.

Lauren MacDermid noted that the agreement between the Town and HMATA doesn't allow for funding by both entities.

Kelly Haywood noted that historically, those fees have been waived via an in-kind donation by the Town.

Bob Stone noted that hard costs for the Town should be covered by MAT funds but the Town shouldn't be making a profit.

Scott Morrison reminded the Board that there has to be a budget allocation if a Town facility is used. He added that future collaborations between the Town and HMATA would be ideal.

Jesse reiterated that the process is forcing HMATA to look as though it is not collaborating if it doesn't agree to fund fees for Town facilities.

- a. CAMA, 2023 conference

Jesse Hamilton removed himself from the funding discussion but remained in the room.

**Discussion:**

Rachel Hunt asked if CAMA didn't receive this funding for this event, if the local vendors



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wouldn't be used.

Scott Morrison said that based on a discussion with the Town's CAO, it likely wouldn't change the conference if they didn't receive these funds.

Further discussion noted that the conference is bringing substantial room nights to Huntsville.

**Motion:** *To provide \$11,900 to CAMA for the 2023 conference at Deerhurst Resort.*

Moved by: Jeff Suddaby

Seconded by: Chirag Patel

**CARRIED**

b. Huntsville Festival of the Arts, 2023 season

**Discussion:**

Jeff Suddaby noted that to approve \$40,000, he would like to include a requirement that there will be more larger shows because there's significant spillover benefit to other businesses from those.

Scott Morrison said that it costs significant money to bring larger acts in, but that any money provided to HfA would be spent well within the community. He'd rather see them be approved for less and come back if there are more shows added, than try to control the outcome of the funding.

Jesse Hamilton asked that HfA clarify their budget increases for 2023 to support the increased ask from HMATA. (They received \$30,000 in 2022.)

**Motion:** *To provide \$40,000 to HfA toward their 2023 costs.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**TABLED to the next meeting pending further details**

c. Trisport, 2023 Ironman 70.3 Muskoka

**Discussion:**

Chirag Patel noted that this event is one of the best weekends of the year for hotels, as well as other businesses.

Jeff Suddaby questioned the increased ask to cover a portion of the Town rental costs. He'd prefer to see that portion paid by the Town's percentage of MAT fees.

Jesse Hamilton agreed that discussion regarding collaboration needs to happen with the Town, and added that initially the spirit of that part of the agreement (that events/projects cannot be funded by both HMATA and the Town) was to ensure that if funding is declined by HMATA the Town wouldn't then be approached for the same funds.

Jeff clarified that the Town should be paid for the facility use, only that it should come from



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---

their own MAT fund.

Lauren MacDermid added that if fees are waived by the Town, any associated costs (staffing etc.) would be shouldered by taxpayers and aren't in the approved budget. Applicants need to consider how they will pay those costs as part of their event budget rather than asking for it for free.

Scott Morrison noted that Town Council is not nimble, and he wouldn't want a funding decision to be delayed for months while HMATA and Council/Town staff discuss the matter. He agreed that a discussion about collaboration is needed regardless.

Jesse reiterated that HMATA would never send someone to the Town to request funding just for general costs, it would only be for Town-related costs.

Rachel Hunt reminded the Board that Trisport is a for-profit business, but an increased ask of \$5,000 over 2022 isn't much given the rising cost of everything.

Lauren reminded that the Council process could take up to three months if someone is seeking funding from the Town.

Scott suggested that the discussion with Town Council/staff include a potential pool of Town MAT funds in the annual municipal budget that could be drawn from for Town-related fees (i.e. facility rentals) only.

**Motion:** *To provide \$30,000 to Trisport Events for the 2023 Ironman 70.3 Muskoka.*

Moved by: Jesse Hamilton

Seconded by: Chirag Patel

**CARRIED**

d. YMCA Simcoe Muskoka, 2023 Job Fair

**Discussion:**

Kelly Haywood reiterated the increased ask of \$3,500 (\$2,500 was requested in the initial application)

**Motion:** *To provide \$3,500 to YMCA Simcoe Muskoka for their upcoming job fair.*

Moved by: Steve Carr

Seconded by: Rachel Hunt

**CARRIED**

e. TriMuskoka, MSCLE project

**Discussion:**

Kelly Haywood will ask for a more detailed breakdown of the MSCLE budget.

Scott Morrison noted that a project like this would have to fit with the mandates of the

Community Services and Waterfront Master Plan and the Active Transportation Committee.



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## MINUTES

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Jesse Hamilton noted that regardless of the outcome of discussions with the Town, the project wouldn't receive a promissory commitment from HMATA in 2023 because approvals aren't far enough along.

Scott requested that they provide the costs associated with installing equipment at each of their proposed locations.

Chirag Patel suggested that a funding decision wait until after phase 1 of the project is installed at the Don Lough walking track to see how well it is used by the community.

### 6. New business

#### a. 2023 HMATA budget

Kelly Haywood reviewed the proposed 2023 budget.

**Discussion:**

Charitable contribution line of \$10,000 to be removed.

Chirag Patel noted that funds in the bank should be put into some kind of investment. Kelly to return with a report.

\$1,761,800 surplus as of meeting date, pending 2022 Q4 funds from the Town.

Jeff Suddaby suggested that the budget include a reserve, and noted that he'd like to see the funding structure return to the original structure determined by the Board.

Kelly clarified that structure was: 50 per cent partnerships (including Chamber, BIA, etc.) /40 per cent for community collaboration/10 per cent for municipal-HMATA collaborations.

Jeff added that attractions is a line the Board would like to explore, marketing (including partnerships with tourism groups like Muskoka Tourism) and community partnerships as the Board has been funding, but with room for flexibility as needed.

Kelly suggested that business or marketing plan would be the next step, including discussions about attractions like Eclipse, as well as what the Board will fund in future.

Jesse suggested that the Board wait until the Town's report in response to the HMATA Strategic Plan returns to Council, likely at the end of March, before having further discussions on funding.

**Motion:** *To accept the budget as presented less the \$10,000 charitable contribution line.*

Moved by: Jeff Suddaby

Seconded by: Steve Carr

**CARRIED**

#### b. Potential future attractions to be funded by HMATA

- Discussion postponed indefinitely

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- c. HMATA funding allocation – three potential streams
  - Discussion postponed indefinitely

### 7. Staff update

- a. Spring voucher campaign
  - Kelly Haywood and Torin Suddaby reviewed details for a potential spring voucher campaign, with registration between April 10-30 for a minimum two-night stay between May 1 to June 30, 2023.

**Discussion:**

The previous campaign included a \$75 voucher for local participating businesses and a \$50 PetroCanada gas card. Staff suggested that this year the split be \$75 for a food/retail voucher and \$50 for an activity voucher. The Board elected to maintain the same format as 2022.

**Motion:** *To allocate a maximum of \$72,500 toward a spring voucher campaign for up to 500 packages.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

- b. Eclipse update and future discussion
  - Tabled until next meeting

### 8. Correspondence

- Report re: Peter Haynes, Muskoka Hornets Baseball Association
  - Tabled until next meeting

### 9. Adjournment & Next Meeting

- **Next meeting**
  - The next meeting will be held virtually (via ZOOM) on Friday, February 24, 2023 at 11:00 a.m.
- **Adjournment**
  - The meeting adjourned at 6:21 p.m.
  - Moved by:** Steve Carr
  - Seconded by:** Jeff Suddaby
  - CARRIED**

Thank you again for taking the time to consider the proposal for funding from the Huntsville Festival of the Arts. Funds from HMATA would be directed towards enhancements of our programming outside of the high summer season (July/August). Below is information about the different initiatives including their description, the enhancements we are planning and the breakdown of how HMATA funding would be spent.

I have also included information on the larger Deerhurst concerts that we have either confirmed or are working on.

If you have any more questions, or if I can provide any more information, please let me know.

Dan



### **HUNTSVILLE ART CRAWL**

A free self-guided art tour in and around downtown Huntsville. Throughout the month of June, visitors will create their own free art crawl experience by touring participating local businesses, galleries & studios which feature exhibits, demos & interactive experiences by local artists.

The event includes:

- 20-25 local businesses exhibiting the artwork of 30-35 local artists. Each stop will include a QR code that links to a video of the artist talking about exhibited works hosted on the Huntsville Art Crawl website.
- Group of Seven Canoe Mural exhibition. 7 canoes inspired by the work of the Group of Seven created in 2022 will be exhibited in River Mill Park. 7 more canoes will be created this year by 7 artists, each one inspired the work of Tom Thomson
- Ancillary events including organized artist demos and facilitated tours of the different venues (HfA organizers lead a tour of visitors to 4 or 5 participating businesses to experience the art and meet the artist. The tour culminates in a stop at a local restaurant for food & drink)

**NEW THIS YEAR:** HfA will organize and host an open air art market in River Mill Park on June 24<sup>th</sup>. The market will offer local artists the opportunity to exhibit and sell their work, will feature live jazz music and artist demos, and will also feature the En Plein Air event: participating artists work throughout the day painting in different outdoor locations downtown. The finished paintings are then auctioned off at the end of the day, with all proceeds going towards HfA's arts education scholarships for youth. There is no charge for admission to the event, and Artists will not be charged any fee to participate.

<b>HUNTSVILLE ART CRAWL</b>	
Artist Fees (Music)	\$ 2,500.00
Production Personnel	\$ 800.00
Artist Fees (Live Demos)	\$ 1,200.00

Artist Materials (Live Demos)	\$ 500.00
<b>Total Contribution from HMATA</b>	<b>\$ 5,000.00</b>



### **SANDHILL CONCERT SERIES**

**NEW THIS YEAR:** In collaboration with Sandhill Nursery, HfA will program and present a new music series featuring nighttime concerts to enhance and build on Sandhill's successful Fall Festival. The proposed series would feature 5-7 concerts presented throughout October. Styles will range between country & folk featuring artists in an intimate acoustic format under the outdoor

covered stage. Potential artists include Jade Eagleson, The Trews, Whitehorse, Sarah Harmer, My Son the Hurricane and more. The concerts would compliment Sandhill's Fall Festival by offering programming at night. We also see this as a step in developing a potential larger music and arts festival on the site.

<b>SANDHILL CONCERT SERIES</b>	
Artist Fees (Music)	\$ 10,000.00
Production Personnel	\$ 2,500.00
Equipment Rental	\$ 2,500.00
<b>Total Contribution from HMATA</b>	<b>\$ 15,000.00</b>



### **SNOW VILLAGE**

A whimsical winter playground in River Mill Park every February. Community members can discover and enjoy interactive snow activities such as snow sculptures, snow forts and a snow labyrinth.

**NEW THIS YEAR:** HfA will enhance the event by engaging Picton-based [The Department of Illumination](#) to plan and facilitate a lantern festival in Snow Village during the 2024

Family Day weekend. The event will include community lantern building leading up to the event, live music, a parade and short performances. We will also enhance the project by engaging 4 more sculptors to carve snow features. This will allow us the opportunity to create more features with greater detail.

<b>SNOW VILLAGE</b>	
Artist Fees (Department of Illumination)	\$ 5,000.00
Artist Fees (Sculptors)	\$ 5,000.00
Audio Visual Equipment (lights & sound)	\$ 3,000.00
Accommodations	\$ 2,000.00
<b>Total Contribution from HMATA</b>	<b>\$ 15,000.00</b>

### **SHOULDER SEASON DIGITAL MARKETING CAMPAIGN**



**NEW THIS YEAR:** To promote our off season programming, and Huntsville as a Fall/Winter destination, we will lead digital marketing campaign from September to February (inclusive). The campaign will feature video content developed in collaboration with local videographer Oliver Ward who has been capturing video content of many of our shoulder season activities in the current year. The video will be packaged in to 6 x 15 second segments and promoted through both Google Ads and Sponsored Social Media posts. The goal is to increase tickets sales for our shoulder season concerts, attendance at events (Snow Village) and to promote Huntsville as a Fall/Winter Destination.

[CLICK HERE TO SEE EXAMPLES OF OUR PAST PROMO VIDEOS](#)

<b>SHOULDER SEASON MARKETING</b>	
Google Ads (6 months x \$350)	\$ 2,100.00
Social Media - Sponsored Ads (6 months x 400)	\$ 2,400.00
Video Editing	\$ 500.00
<b>Total Contribution from HMATA</b>	<b>\$ 5,000.00</b>



**CONCERTS AT DEERHURST**

The following concerts are either confirmed or are in the works.

June 3, 2023 – Trooper – Confirmed

July 20, 2023 – Alan Doyle – TBC

October 12, 2023 – Burton Cummings – Confirmed

November 11, 2023 – Dean Brody – TBC

January 20, 2024 – David Wilcox – TBC

March 30, 2024 – Big Sugar – Confirmed

While the above list is what HfA currently has confirmed or is working on, opportunities often arise throughout the year based on the artists’ touring schedule. Scheduling can be a challenge as we need to find dates where the artist is available as well as the venue at Deerhurst (who have their own busy schedule of conferences and events). HfA is constantly in contact with agents and managers and working on potential opportunities to bring in larger concerts that will benefit the local community.



## Report – Muskoka Hornets funding

### Background:

The Muskoka Hornets Baseball Association has been running tournaments in Muskoka for 15 years.

In 2022, they received \$2,500 from HMATA for their 2<sup>nd</sup> Annual Fall Colours Classic Tournament (Sept 30-Oct 2, 2022). They had planned to host 15 out-of-town teams, but due to cancellations (including a few who said they could not find accommodations), they ended up with just three visiting teams plus the local team. Peter Haynes, President of the Association, reached out to HMATA to ask if some of the funds needed to be returned due to a lower number of heads in beds than anticipated.

HMATA also provided the team with \$2,500 for its inaugural Fall Colours tournament in 2021, which ran as expected.

### Financial update:

The tournament still had fixed costs for umpires (travel), medals for winners, diamond rentals, and other costs for baseballs and new bases for the fields. **Of the \$2,500 allocated by HMATA in 2022, the association estimates it spent about \$1,000 on this event.** Peter also noted that the HMBA hosted an eight-team event in June of last year, and suggested that the request for funds for the Fall tourney could be partially allocated to that event as well as the smaller Fall Colours event (although the HMATA grant wasn't approved until August.)

The initial budget for the tournament, had it run as planned, was \$10,000 (umpires - \$5100; baseballs - \$800; other equipment - \$500; diamond rentals - \$800; volunteers - \$500; advertising - \$200; trophies \$600; other - \$1500).

### 2023 plans:

MHBA has a full slate of summer events planned, including six Muskoka Cup divisions with a total of 64 teams from all over Ontario. In addition, MHBA is hosting the 11U B Provincials on Labour Day weekend and at least one YSBA (York Simcoe Baseball Association) qualifier tourney, which will add approximately 20 more teams to the calendar of out-of-town visitors. These tourneys occur between June 9 and Labour Day weekend.

They have not yet decided if a Fall Colours tourney will be held this year (but Peter thinks yes, at the end of September).

### Heads in beds estimate for 2023:

About 70 teams will need accommodations throughout the season (this number does not include local teams nor teams commuting from nearby communities - about eight from Orillia and Barrie). With a two-night stay for 12 players per team, plus family members, MHBA tourneys will add approximately

1,680 room nights (but Peter noted that some will choose to stay in cottages, STRAs, or campgrounds). The MHBA estimates that 10-20 per cent of visiting families extend their visit locally, and in some cases make it a complete vacation of a week or two.

**Comment from Peter:**

We are a not-for-profit minor sports organization so we also view these events as potential fundraisers when we are able to add in tourism grants, and we do believe it is a two-way street in that we donate all our volunteer time to organizing the tourneys and make them best of breed, which is good for the Muskoka brand and puts tons of heads in beds, butts in restaurants and bars, and foot traffic throughout town.

I would like to respectfully request that the HMATA begin to consider contributors to local tourism that host events at all times of the year, not just shoulder and winter season. I recognize that preference should be given to filling up beds away from the summer and that the summer is already busy, but I do believe it is naïve to assume that ALL the hotel rooms booked by visiting baseball teams would be booked by other visitors absent our tournaments. I believe we are a big contributor to local tourism and should be rewarded by partnerships with the HMATA (hotels are not interested in partnerships in the summer so we have no way to monetize our contribution to foot traffic other than through our team fees). The revenue generated from these partnerships helps us keep player fees low, invest in new equipment, and pay for facilities improvements, and also to pay for expert instruction and coach development in our program.