



# MINUTES

In-person meeting at Deerhurst Resort  
and online via Zoom  
June 18, 2024, 2:00 p.m.



**Present:** Jeff Suddaby, Scott Morrison, Andrew Buwalda, Steve Carr, Chirag Patel, Steve Campbell, Ken Patel  
**Regrets:** none  
**Staff:** Kelly Haywood (Zoom), Dawn Huddleston, Torin Suddaby, Rhonda Christenson  
**Guests:** Halley Clover, Chamber; Lauren MacDermid, Town of Huntsville

**1. Welcome and agenda approval**

The meeting was called to order at 2:05 p.m.  
*Motion: To approve the agenda as presented.*  
Moved by: Steve Carr  
Seconded by: Andrew Buwalda  
**CARRIED**

**2. Declaration of conflict of interest – none**

**3. Approval of meeting minutes**

*Motion: To accept the minutes from the May 28, 2024 meeting as presented.*  
Moved by: Steve Campbell  
Seconded by: Steve Carr  
**CARRIED**

**4. Previous business**

4.1. Refrigerated Rink

*Motion: To direct \$18,500 of the \$20,000 allocated for Snowfest to the Chamber for operations of the refrigerated rink, with the remaining \$1,500 to be used by the Huntsville Festival of the Arts for Snowfest activities.*  
Moved by: Steve Campbell  
Seconded by: Steve Carr  
**CARRIED**

**5. Financials**

Andrew Buwalda provided an overview of 2023/24 financials. Total revenue was higher than expected due to a 2022/23 payment from the Town that was not received until the 2023/24 fiscal year, therefore revenues are artificially high and surplus is higher than anticipated. Staff recommend injecting \$29,520 into 2024/25 marketing budget (comprised of unspent funds from 23/24 fiscal: \$3,220 for website content, \$15,000 for market research, \$11,300 for digital marketing) – to be voted on at next meeting.  
*Motion: To receive the updated reserve projection as presented.*  
Moved by: Scott Morrison  
Seconded by: Steve Carr



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### CARRIED

#### 6. Eclipse subcommittee update

Steve Campbell provided an update on behalf of the Eclipse subcommittee. Both proponents for the main Eclipse installation are still awaiting information from Hydro One. Given the size of the project, there is no longer enough time to be able to make a decision and install this winter. Installation will be deferred to 2025. For the downtown installation, the subcommittee now has an insurance quote of \$13,133 per year, primarily for the \$5M liability requirement from the Town. Will continue to gather other insurance quotes. Capital cost has increased from \$88,000 to \$95,850 for programmable and interactive lights. Annual operating cost projected at \$26,633, including insurance. Total cost for downtown installations including operating costs: \$122,483.

**Discussion:** Are operating costs reflected in budget? (Not yet. Will need to find room in overall operating budget for this so it's not taken from reserve.) How much snow removal is required? (Minimal – knocking snow off lights and shovelling out control box.) Note: a presentation still needs to be made to Town Council in July for approval for River Mill Park lights (King St. was approved previously).

**Motion:** *To approve the downtown installations and associated budget as presented.*

Moved by: Scott Morrison

Seconded by: Steve Carr

### DEFEATED

**Motion:** *To amend the motion to read: To approve a capital spend of \$95,850 from reserve for the downtown Eclipse installation for 2024/25 and to direct staff to return with a proposal for a budget amendment for the associated operating costs.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

### CARRIED

**Motion:** *To accept the motion as amended.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

### CARRIED

#### 7. ED report

##### 7.1. Ontario 55+ Winter Games 2026 bid

Kelly Haywood presented a bid opportunity for the Ontario 55+ Winter Games for 2026.

Typically occurs in mid-February, mid-week, and attracts roughly 1,000 athletes plus supporters and officials. HMATA would need to contribute about \$40,000. EOI needs to be submitted in July, with bid to follow in early September (the latter requires council support and resolution).

**Discussion:** Would rather the Town run or hire someone, than have HMATA run it due to financial risk and staff time. (HMATA would hire a contractor to run the event if awarded, but



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overall responsibility would still lie with HMATA.) What is financial risk? (Province provides \$325,000 of a projected \$480,000 budget.) Is there risk in submitting EOI? (Once EOI is submitted, there is no obligation to proceed further.) Wouldn't want to submit bid from HMATA and then pass it to someone else later. Board to make decision on bid at next meeting.

**ACTION ITEM:** Staff to submit expression of interest.

### 7.2. Application review process

Dawn Huddleston presented details on the 2024/25 funding application process. Board to meet on July 9 at 2 p.m. to review applications.

**ACTION ITEM:** Staff to forward applications and associated formulas asap after closing date.

### 7.3. Country Music Association of Ontario festival and awards

Staff are exploring this opportunity for 2027 and 2029. Cost to host unknown at this point. More information to follow at a future meeting.

### 7.4. For information: Meeting with Town staff on June 25 at 1 p.m. – all Board members welcome

## 8. Marketing plan

Torin Suddaby provided an overview of the proposed marketing plan.

**Discussion:** Concerned about cost of Pollara poll. Like gift card initiative, will need to work with accommodations on details. Could send 'cardboard virtual reality' to meeting planners rather than relying on trade shows. Extra night campaign a good idea but may be challenging for accommodations to implement. Pollara data would be valuable for understanding travel intentions in a tight economy, and could be distributed to BIA, Chamber, other tourism operators, in addition to accommodations. Metrics will be added once plan approved.

## 9. Closed session

**Motion:** To enter closed session.

Moved by: Scott Morrison

Seconded by: Chirag Patel

**CARRIED**

**Motion:** To leave closed session.

Moved by: Steve Campbell

Seconded by: Andrew Buwalda

**CARRIED**

## 10. Next meetings and adjournment

### 10.1. Next meetings:

TOWN (optional for Board members):

Tuesday, June 25, 2024 at 1:00 p.m., The Terrace Loft (59 Main St. E, entrance at the back off High Street)

REGULAR BOARD MEETINGS:

Tuesday, July 16, 2024 at 2:00 p.m., Hilton Home2



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

### 10.2. Adjournment

**Motion:** *To adjourn the meeting.*

Moved by: Scott Morrison

Seconded by: Steve Campbell

**CARRIED**