



---

## MINUTES

In-person meeting at HfA Studio and online via Zoom  
March 26, 2024, 2:30 p.m.

---

**Present:** Jeff Suddaby, Andrew Buwalda, Chirag Patel, Steve Campbell, Steve Carr, Marisa Kapourelakos, Scott Morrison  
**Regrets:** none  
**Staff:** Kelly Haywood, Dawn Huddlestone  
**Guests:** Lauren MacDermid, Town of Huntsville; Morgan Lonsdale, BIA; Halley Clover, Chamber; Rhonda Christenson, Barb Bloomfield and Torin Suddaby, Chamber (Zoom)

### 1. Welcome and agenda approval

The meeting was called to order at 2:37 p.m.

#### 1.1. Agenda approval

***Motion:** To approve the agenda as presented.*

Moved by: Andrew Buwalda

Seconded by: Steve Campbell

**CARRIED**

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

### 3. Approval of meeting minutes

***Motion:** To accept the minutes from the March 5, 2024 meeting as presented.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

**CARRIED**

**Discussion** regarding minute-taking, HMATA's relationship with Town re: MAT use.

### 4. Previous business

#### 4.1. Ironman 70.3 Muskoka funding (\$30,000 ask)

**Discussion:** Local event costs; impact on residents; provides international marketing reach; reputation/awareness buy; alignment with target demographic; summer event (not shoulder season); for-profit event but participants contribute significantly to MAT pre- and during race; could consider this to be similar to a licensing fee.

***Motion:** To provide TriSport \$20,000 for the 2024 Ironman 70.3 Muskoka.*

Moved by: Andrew Buwalda

Seconded by: Steve Carr

**CARRIED**



---

## MINUTES

In-person meeting at HfA Studio and online via Zoom  
March 26, 2024, 2:30 p.m.

---

- 4.2. Downtown Huntsville BIA funding (\$50,000 ask for: Kent Park Garden Party, \$4,000; Girlfriends' Getaway Weekend, \$10,000; Holiday Market, \$21,000; SnowFest, \$15,000)**  
**Discussion:** SnowFest to be removed from consideration (will be added elsewhere in budget); expansion/marketing of shuttle service to smaller hotels for Girlfriends' Getaway Weekend (\$3,000) to be a future initiative; more potential for downtown activations for GGW.  
**Motion:** *To provide the Downtown Huntsville BIA \$32,000 for its 2024/25 events.*  
Moved by: Steve Campbell  
Seconded by: Steve Carr  
**CARRIED**
- 4.3. HfA funding (\$50,000 ask for: Deerhurst artist fees, \$30,000; Algonquin Theatre fees, \$7,500; summer enhancements, \$7,500; marketing: \$5,000)**  
**Motion:** *To provide the Huntsville Festival of the Arts \$45,000 for its 2024/25 programming.*  
Moved by: Steve Carr  
Seconded by: Chirag Patel  
**Discussion:** Marketing will be in-kind marketing support rather than funds; clarification that HfA concerts hosted at Deerhurst are open to the public.  
**CARRIED**
- 4.4. Huntsville Lake of Bays Chamber of Commerce funding (\$75,000 ask for: SnowFest, \$20,000; Maple Festival, \$18,000; Campfire Sessions, \$22,000; event equipment rental program, \$15,000; plus \$20,000 for enhanced visitor services)**  
**Motion:** *To provide the Huntsville Lake of Bays Chamber of Commerce \$50,000 for its 2024/25 events and enhanced visitor services.*  
Moved by: Scott Morrison  
Seconded by: Steve Campbell  
**Discussion:** SnowFest to be removed from consideration (will be added elsewhere in budget); finance working group recommended not support equipment rental program; if Chamber's grant applications successful, some funds would return to HMATA; agree to support visitor services for \$10,000, stats to be tracked and reported to Board in future.  
**CARRIED**
- 4.5. Huntsville Lake of Bays Chamber of Commerce product development \$154,065 for refrigerated rink**



---

## MINUTES

In-person meeting at HfA Studio and online via Zoom  
March 26, 2024, 2:30 p.m.

---

**Discussion:** Chamber is applying for a grant for this; Town considering outdoor event venue, possibly at Lions Lookout, which rink could potentially be part of; could also be in conjunction with new Eclipse location; opportunity for partnership between Chamber, Town, HMATA, and other partners for long-term capital investment; if it remains at River Mill Park, needed water supply upgrades are minimal; could be installed downtown for now and moved if option to partner on another location becomes available.

### 5. Sponsorship formula, intake period, funding application

**Motion:** To approve the funding application and intake periods as presented.

**Deferred to next meeting.**

### 6. Secretary/Treasurer role

a) Discussion re: splitting Secretary/Treasurer role

b) Nominations for Secretary (if required)

c) **Motion (if required):** To appoint \_\_\_\_\_ as HMATA's Secretary.

**Deferred to next meeting.**

### 7. ED Report

#### 7.1. Eclipse update (EOI/downtown installation)

EOI period closed March 25. Two responses: Sandhill Nursery and Deerhurst Resort.

Review of funds remaining for downtown installation (Chamber) and assets that will carry over to new location.

**ACTION ITEM:** Working group comprised of Jeff Suddaby, Chirag Patel, Steve Campbell, and Halley Clover (Chamber) to assist staff with selection process. Staff to bring recommendation to a future meeting.

#### 7.2. Logo review (branded items)

**ACTION ITEM:** ED to work with Town staff to adapt community brand guidelines to include Explore Huntsville needs.

#### 7.3. Financial requests (Muskoka Hornets Baseball Association, Pride Muskoka & provincial disc golf championships)

**Discussion:** \$24,100 available for disbursement for remainder of fiscal year; should baseball ask to Town since it's their asset? (Town has denied most community fund requests in the 2024 budget to limit tax increase.)

**ACTION ITEM:** Staff to bring applications from all three groups to next meeting.



---

## MINUTES

In-person meeting at HfA Studio and online via Zoom  
March 26, 2024, 2:30 p.m.

---

### 7.4. Business & Operating Plan

**Motion:** To accept the 2024/2025 Tourism Business & Operating Plan as presented.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**Discussion:** Job descriptions to be removed from plan (operations); measurable KPIs needed next; marketing plans will return to Board for discussion/approval once developed.

**CARRIED**

**ACTION ITEMS:** Job descriptions to be removed from business plan. Staff to send survey to Board re: expectations for KPIs and present details at next meeting.

### 8. 2024/25 budget – Andrew Buwalda (20 min)

**Motion:** To accept the 2024/2025 Budget as presented.

Moved by: Steve Carr

Seconded by: Marisa Kapourelakos

**CARRIED**

### 9. Closed session

**Motion:** To enter closed session at 4:40 p.m.

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

**CARRIED**

**Motion:** To leave closed session.

Moved by: Scott Morrison

Seconded by: Steve Campbell

**CARRIED**

### 10. Next meetings and adjournment

#### 10.1. Next meetings:

- Tuesday, April 16 at 2:30 p.m., Huntsville Curling Club (6 Veterans Way, 2<sup>nd</sup> floor lounge)
- Tuesday, May 7, 2024 at 2:30 p.m., Muskoka Grand Luxury Lodge (84 Swallowdale Rd)
- Tuesday, May 28, 2024 at 2:30 p.m., Hidden Valley Resort (1755 Hidden Valley Rd.)

#### 10.2. Adjournment

**Motion:** To adjourn the meeting.



## MINUTES

In-person meeting at HfA Studio and online via Zoom  
**March 26, 2024, 2:30 p.m.**

---

Moved by: Scott Morrison  
Seconded by: Marisa Kapourelakos  
**CARRIED**