



MINUTES

In-person meeting held at The HUB and on Zoom
November 14, 2023, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Marisa Kapourelakos, Rachel Hunt, Andrew Buwalda, Bob Stone
Regrets: Chirag Patel
Staff: Kelly Haywood, Dawn Huddlestone; Halley Clover, Rhonda Christenson, Torin Suddaby (Zoom)
Guests: Lauren MacDermid, Town of Huntsville; Ellen Selby, Downtown Huntsville BIA (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:30 p.m.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

CARRIED

2. Declaration of conflict of interest – Steve Carr has a business relationship with the Muskoka Limberettes.

3. Approval of meeting minutes

Motion: *To accept the minutes from the October 24, 2023 meeting as presented.*

Moved by: Rachel Hunt

Seconded by: Marisa Kapourelakos

CARRIED

4. Presentations

4.1. CSC ice surface cover, Greg Pilling, Town of Huntsville (Simone Babineau in attendance)

The Town of Huntsville is seeking HMATA's support to purchase temporary flooring to cover the ice surface in the Don Lough Arena. The Town is aiming to have ice installed in that rink almost year-round. Flooring could ensure its use for other purposes (trade shows, concerts, etc.). Town and HMATA could jointly look for grant opportunities. Ask: \$227,400.

4.2. Ontario Gymnastics Championships, Chantelle Armstrong et al., Muskoka Limberettes

The Muskoka Limberettes are seeking HMATA's support to improve the event experience for athletes, coaches/judges, and attendees, potentially including: upgraded athlete gift, welcome reception and/or gifts for coaches/judges, volunteer appreciation and/or t-shirts with partner logos, brochures for visitors highlighting where to eat, stay, and shop. Ask: \$50,000.

4.3. Post-presentation discussion re: guidelines for presenters

Options discussed included: limiting presentations to one per meeting; asking presenters to send a video in advance and then limit in-person presentation/Q&A to 10 minutes; need to ensure that Board has opportunity to see the passion of these groups; need a filtering process



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to ensure asks are something HMATA would consider funding; could consider intake periods for proposals to be reviewed by a committee of the Board.
Staff to make a recommendation at a future meeting.

5. Financials

5.1. Audited financials

- **Motion:** *To approve the 2020 audited financials as presented.*
Moved by: Scott Morrison
Seconded by: Marisa Kapourelakos
CARRIED
- **Motion:** *To approve the 2021 audited financials as presented.*
Moved by: Steve Carr
Seconded by: Marisa Kapourelakos
CARRIED
- **Motion:** *To approve the 2022 audited financials as presented.*
Moved by: Rachel Hunt
Seconded by: Marisa Kapourelakos
CARRIED
- **Motion:** *To approve the 2023 audited financials as presented.*
Moved by: Scott Morrison
Seconded by: Steve Carr
CARRIED

5.2. Savings deposit update

Tabled

5.3. Payroll registration

Staff noted that this is in progress – documents need to be filed before the payroll account can be set up. Payroll will be processed manually in the meantime.

5.4. Cash flow/revenue update

Tabled

5.5. Staff computer

Motion: *To approve up to \$2,500 for purchase of a laptop for the Executive Director.*

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

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6. TPA update

Tabled (the TPA is still being reviewed by the Town's legal counsel, and will then come to HMATA for review).

7. Business plan framework

7.1. Organization name/brand

Discussion regarding a public-facing name. The Chair suggested Tourism Huntsville. Other recommendations and discussion included: using the Town of Huntsville's community tourism brand for continuity, and adding the new name to the logo; ensuring that brand guidelines are followed.

7.2. Registration of names and logo

Staff to contact solicitor to ensure name can be registered.

7.3. Tourism logo vs corporate logo

There will be no distinction – the organization will have one identity.

7.4. Business relationships

- Huntsville Lake of Bays Chamber of Commerce:
HMATA reps met with the Chamber of Commerce Board re: relationship between the entities, including tourism services (i.e. a visitor information centre or other physical location) and marketing, to identify which 'lane' each entity (as well as Muskoka Tourism) will occupy and where there will be overlap, to avoid duplication of efforts. Want to ensure that funds the Chamber receives from HMATA, in addition to any received from the MAT off the top, are being used for separate purposes. Both organizations are keen to work together, and other initiatives were also discussed. A follow-up discussion has been scheduled.
- Muskoka Tourism (MTMA):
Chair and ED spoke with Muskoka Tourism ED regarding partnering to leverage marketing opportunities for leisure visits to the area. HMATA staff would still produce marketing assets and do some external marketing, but will leverage MTMA's reach and focus more on marketing to attract corporate/association business (e.g. conferences), weddings, etc. as well as other partnerships and product development. MTMA to present seasonally to the HMATA Board, next on Jan 9.
- Huntsville Festival of the Arts:
Desire to focus efforts more on larger concerts in shoulder seasons, or perhaps a small festival.



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7.5. Floor 13

ED recommends engaging consultants at Floor 13 again (or another third party) for market research to inform business plan.

7.6. Scoring partnerships

Focus on economic impact – i.e. how much hotel/restaurant/etc. revenue will be generated by an event, and what percentage of that does HMATA want to contribute to the organization to support their efforts. Will also depend on what the funds will be spent on, and how that will correlate with HMATA’s visitor attraction efforts.

7.7. Timeframe

By Jan. 31, business plan needs to be complete. Goal is to have next fiscal year’s budget completed and approved by Mar. 31.

8. Proposed meeting schedule for 2024

Staff presented the meeting calendar for the coming year. For information only.

9. Christmas luncheon

The Chair reminded the Board of the coming Christmas luncheon, where a cheque will be presented to the Huntsville Hospital Foundation.

10. Next meetings and adjournment

- Next meetings:
 - Tuesday, December 5 at 12:00 p.m., 3 Guys and a Stove (Christmas Luncheon – no agenda)
 - Tuesday, January 9 at 2:30 p.m., Holiday Inn Express & Suites
 - Tuesday, January 30 at 2:30 p.m., TBD

- Adjournment

Motion: *To adjourn the meeting at 4:41 p.m.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

CARRIED