



2024 AGM MINUTES

For the fiscal year June 1, 2023-May 31, 2024

In-person meeting held at Canvas Brewing Co. and on Zoom
March 25, 2025, 2:00 p.m.

Board members present: Jeff Suddaby, Chair; Scott Morrison, Vice-Chair; Andrew Buwalda, Treasurer; Steve Carr, Secretary; Chirag Patel, Linda Fraser

Staff present: Kelly Haywood, Dawn Huddlestone, Torin Suddaby, Rhonda Christenson

1. Welcome and agenda approval

The meeting was called to order at 2:07 p.m. Quorum present.

Motion: *To accept the agenda as presented.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

CARRIED

2. Call for additions to the agenda – none

3. Approval of minutes from the 2023 AGM

Motion: *To accept the minutes from the 2023 AGM as presented.*

Moved by: Steve Carr

Seconded by: Linda Fraser

CARRIED

4. Financial statements

Andrew Buwalda, Board treasurer, provided an overview of HMATA's audited financial statements.

5. New Business

a. Affirmation of election of new Directors

Motion: *To affirm the election of HLOBARA representative Linda Fraser, Canvas Brewing Co., and Downtown Huntsville BIA representative Chandler Joliffe, Cedar Canoe Books.*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED

b. Bylaw update – revisions for ONCA compliance

Motion: *To confirm adoption of the revised HMATA Corporate By-law No. 1, as approved by the HMATA Board of Directors on April 16, 2024.*



2024 AGM MINUTES

For the fiscal year June 1, 2023-May 31, 2024

In-person meeting held at Canvas Brewing Co. and on Zoom
March 25, 2025, 2:00 p.m.

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED

6. Mayor's Remarks

Huntsville Mayor Nancy Alcock provided remarks on the importance of Huntsville's tourism industry.

7. Executive Director's Report

Kelly Haywood presented an overview of HMATA's activity since the 2023 AGM and details on what's to come in 2025/26.

8. Chair's Closing Statement

On behalf of the Board, Chair Jeff Suddaby thanked the Mayor, Town staff, and HMATA's partners and member organizations for their support and collaboration.

9. Adjournment

Motion: To adjourn the meeting at 2:56 p.m.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

CARRIED

10. Next AGM

HMATA's 2025 Annual General Meeting is tentatively scheduled for September 2025, pending completion of audited financials for the 2024/25 fiscal year.

Huntsville
MUSKOKA • CANADA

**2025
EXPLORE HUNTSVILLE
HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION
AGM**

explorehuntsville.ca



OUR VISION + MISSION

VISION

We will become Ontario's most visited year-round destination made possible by our engaged community and tourism industry.

MISSION

Our mission is to inspire year-round sustainable growth of Huntsville's visitor economy, by working with our local and regional partners to motivate visitors to enjoy our unique brand of community hospitality and Muskoka experiences.





STRATEGIC PILLARS

Destination
Awareness

Meetings,
Conventions
& Incentive
Marketing

Market Research
& New Initiatives

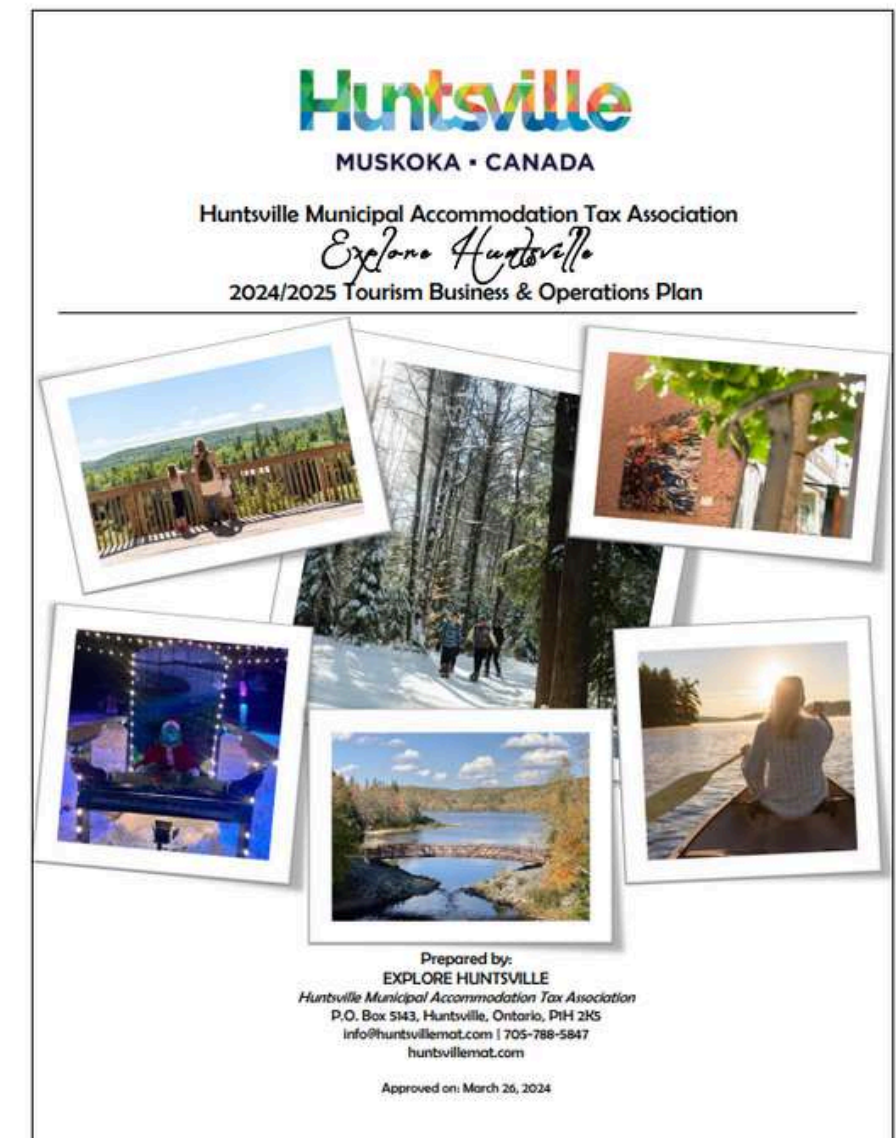
Product
Development

BUSINESS PLAN

The 2024/2025 Tourism Business and Operations Plan, meticulously developed by the HMATA Executive Director and Board of Directors, represents a comprehensive strategy for the future of tourism in Huntsville. After extensive consultations with numerous partners over several months in late 2023 and early 2024, the plan was formally adopted in March 2024. It highlights innovative marketing strategies, product development and robust partnerships aimed at enhancing the tourism sector. This collaborative effort underscores our commitment to fostering the growth and sustainability of tourism in our town.

The full Tourism Business and Operations Plan can be found [**HERE**](#).

The 2025/2026 Business Plan will be posted online in May 2025.





WHAT HAVE WE BEEN UP TO

Marketing

New Website

Meetings &
Conventions

Product Development

Partnerships

LOOKING BACK - MARKETING

Through compelling storytelling, captivating visuals, and immersive experiences, we continue to raise awareness about the unique cultural heritage, natural beauty, and diverse attractions of Huntsville, positioning us as a must-visit destination for travelers seeking authentic and memorable experiences.

We engage with audiences, share captivating content, showcase Huntsville highlights, and foster community engagement, all while highlighting Huntsville as a 4-season destination.



*Stats To Date

META Ads

Google Ads

Website Ads

Print Marketing

Influencers

Billboards & Transit

Partnerships

LOOKING BACK - MARKETING PARTNERSHIPS

Explore Huntsville's destination awareness strategy involved leveraging our partnership with Muskoka Tourism to enhance a multi-channel approach that combined traditional marketing tactics with innovative digital strategies to reach and engage our target audience effectively.

Specific campaigns included:

- Autumn General
- Winter General
- Astronomy (Autumn)
- Bird Watching (Spring)

The MTMA partnerships included digital marketing campaigns on META & Google, TTC advertising, website advertising, influencer partnerships, and more.

This partnership also ensured Huntsville's inclusion in Destination Ontario marketing campaigns, enabling us to reach a much larger audience than previously possible.

The logo for Huntsville, featuring the word "Huntsville" in a bold, sans-serif font. Each letter is filled with a colorful, geometric pattern of triangles in shades of green, blue, orange, and red.

&

The logo for Muskoka Tourism, featuring a green circular icon with a white stylized tree or mountain shape inside. To the right of the icon, the word "Muskoka" is written in a large, bold, dark blue serif font, and the word "TOURISM" is written below it in a smaller, bold, green sans-serif font.

LOOKING BACK - EVENT SUPPORT

Explore Huntsville continues to support, sponsor or market events, festivals, conferences, cultural celebrations and sporting events that showcase Huntsville's unique offerings, attract visitors, and generate buzz, serving as platforms for experiential marketing, networking, and community engagement.



WEBSITE

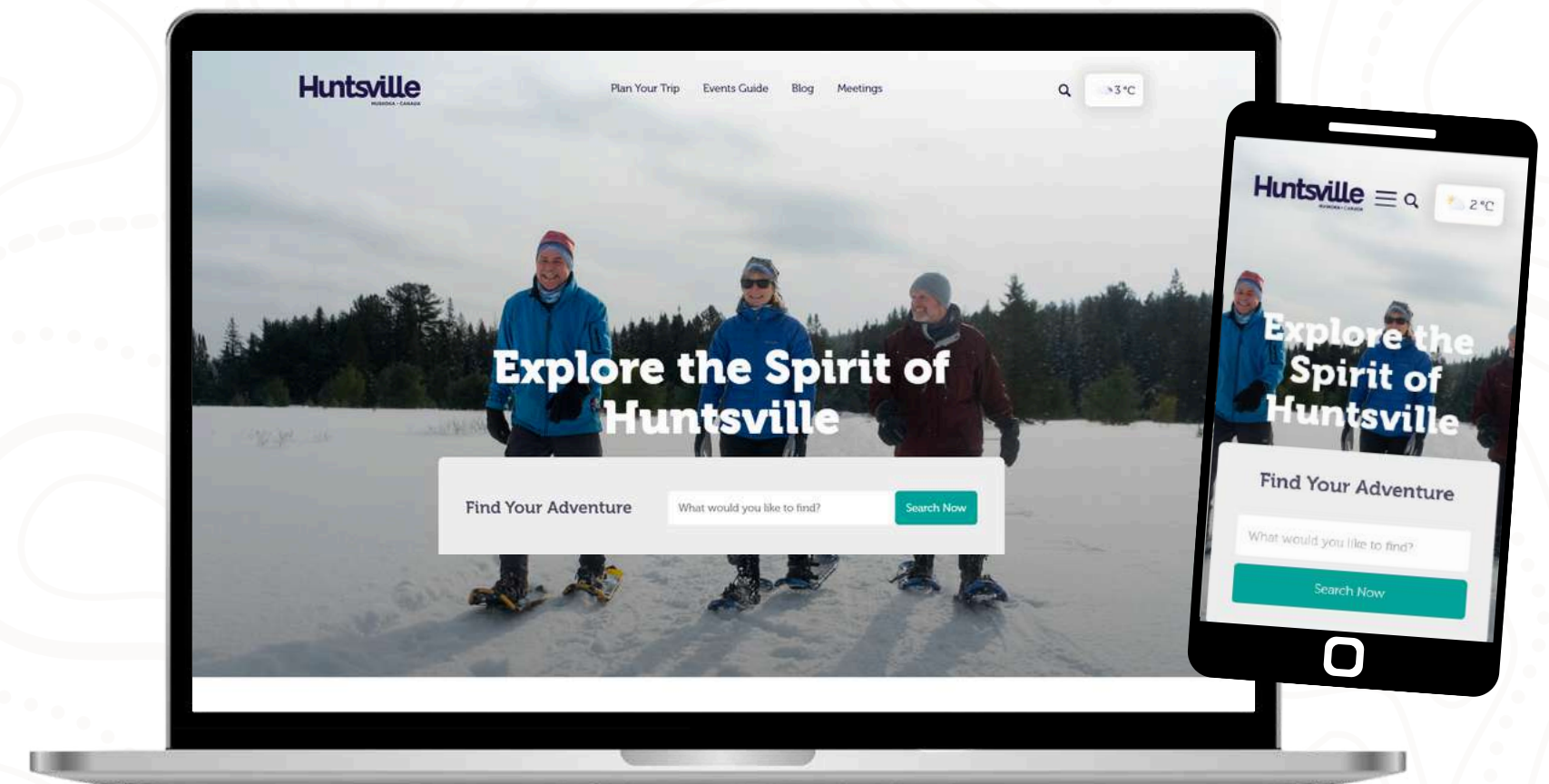
New Website!

explorehuntsville.ca

Launched February 10, 2025

The brand new explorehuntsville.ca has launched to showcase unique things to do, places to stay, places to dine and events across Huntsville.

The new website focusses on showcasing the new community brand, as well as Huntsville's connection to the outdoors.



LOOKING BACK - MEETINGS, CONVENTIONS + INCENTIVES

At the heart of our destination development plan lies a commitment to diversifying our offerings and capturing a broader spectrum of the travel market. To this end, we are dedicated to developing a comprehensive strategy aimed at cultivating a robust presence in the meetings, conventions, and incentive (MCI) travel sector.

Meeting Specific Conferences Attended

CMEE

CSAE

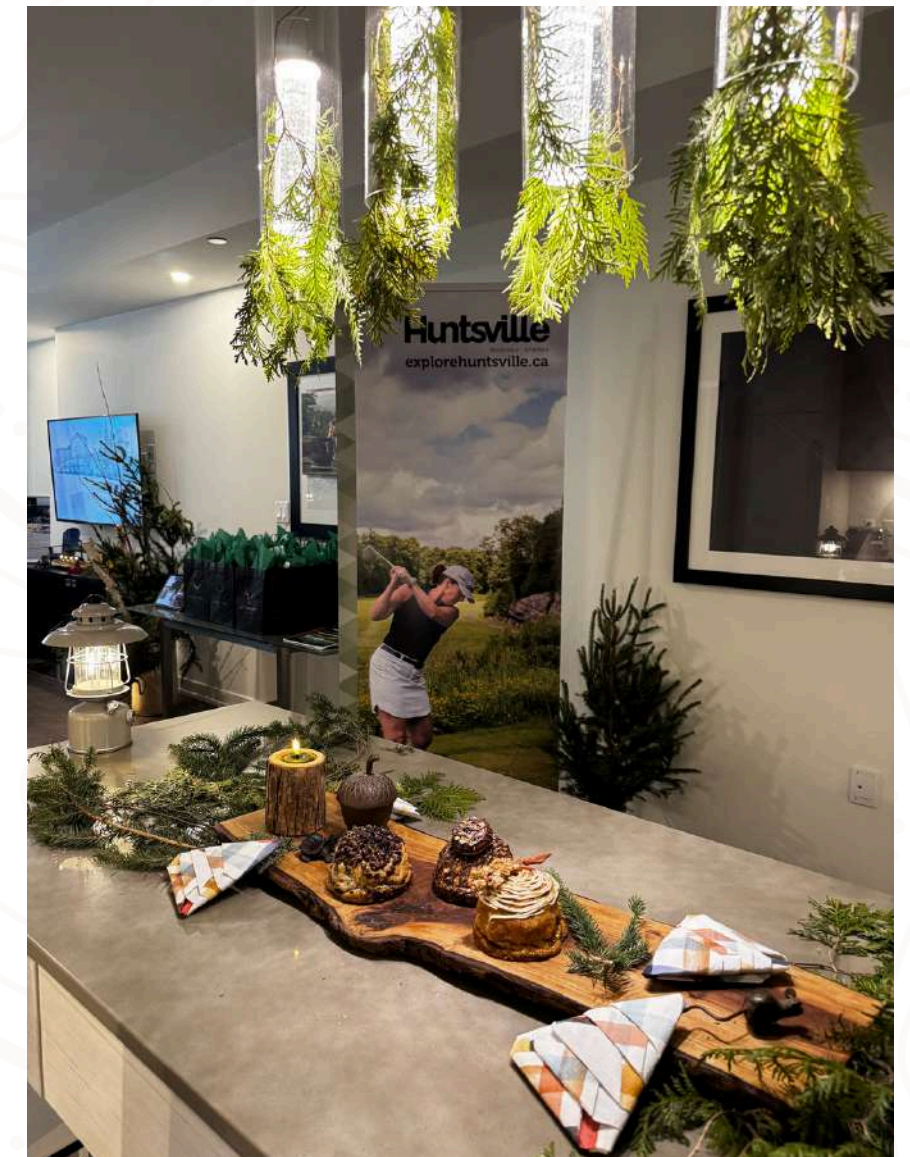
PCMA

Destination Direct

**Meeting Planner
Familiarization Tours**

Autumn

Spring
(Still to Come)



LOOKING BACK - PRODUCT DEVELOPMENT

Product Development continues to be a pillar of our strategy. In 2024/2025 Explore Huntsville has funded, managed and took part in various Product Development programs.



River Mill Skating Rink



Lighting in Downtown
Huntsville



Group of Seven
Outdoor Gallery



Muskoka:
Home of the Stars



Birding in Muskoka
Nature Takes Flight

LOOKING BACK - PARTNERSHIPS

HMATA continues to support a wide range of organizations bringing tourism related events and activities to Huntsville through the Visitor Attraction Grant program.

In 2024/2025 HMATA supported:

- \$32,000 – Downtown Huntsville BIA for 2024/25 events
- \$45,000 – Huntsville Festival of the Arts for 2024/25 programming
- \$50,000 – Huntsville Lake of Bays Chamber of Commerce for 2024/25 events and enhanced visitor services
- \$151,046.41 – HLOBCC for the River Mill Park Skating Rink refrigeration system
- \$12,000 to BIA, HLOBCC & HFA for Snowfest activities (Funky Fridays, Silver Screen Saturdays & Caesar Sundaes)
- \$20,000 – Trisport for the 2024 Ironman 70.3 Muskoka
- \$1,500 – Rotary Club of Huntsville for 2024 Dockfest
- \$2,000 – Muskoka Pride for 2024 Muskoka Pride Week events in Huntsville
- \$10,000 – Grippped and Ripped Disc Sports for the 2024 Ontario Disc Golf Championships
- \$2,500 – Huntsville and Area Historical Society for a walking tour app
- \$1,500 – Knights of Columbus for their annual hockey tournament
- \$2,500 – Huntsville Girls Hockey Association for their 2025 hockey tournament
- \$1,000 – YMCA for the 2025 Job Fair

The intake period for 2025/2026 has closed, with successful applications being announced in May 2025.



LOOKING AHEAD



LOOKING AHEAD - MARKETING

THE 2025/2026 PLAN - GET TO KNOW MUSKOKA... EXPLORE HUNTSVILLE

Explore Huntsville and Muskoka Tourism are joining forces to showcase the best of Huntsville within the broader Muskoka region. This innovative partnership between Explore Huntsville and the Muskoka Tourism aims to attract overnight visitors while spotlighting Huntsville's unique charm.

While Muskoka Tourism focuses on high-level awareness marketing, spreading the Muskoka brand to potential visitors, Explore Huntsville delves deeper with targeted campaigns highlighting why Huntsville should be the destination of choice within Muskoka. The strategy employs engaging short-form videos and photos that lead viewers to a wealth of resources, including event guides, best of lists, shopping and dining recommendations, and activity itineraries and pairings that showcase Huntsville's distinct offerings. This collaborative approach not only encourages visitation but also attracts visitors to stay in Huntsville longer, and encourages repeat visits, by showcasing the full spectrum of Huntsville's attractions.

2025/2026 Marketing Plan will be posted online in May 2025.

META Ads

Google Ads

Website Ads

Print Marketing

Influencers

Billboards &
Transit

Partnerships

LOOKING AHEAD - MARKET RESEARCH

Explore Huntsville continues to place an emphasis on conducting market research for Huntsville. This is essential to thriving in a competitive landscape. By investing time and resources into understanding customer characteristics and preferences, we can make informed decisions that significantly reduce risks associated with intuition-based choices.

CoStar Reports

Provide premium data analytics, performance benchmarking and market insights.

Traveler Intentions & Perceptions of Huntsville Survey

Context Research Group Inc. has been selected to deliver surveys to determine Travel Plans of Ontarians to Huntsville, as well as Huntsville Travelers Impressions of Huntsville.

Results will be available in May 2025.

LOOKING AHEAD - MEETINGS, CONVENTIONS + INCENTIVE MARKETING

Upcoming Meeting Specific Conferences

CanSPEP

CMEE

CSAE

PCMA

Destination Direct

Tete A Tete

Upcoming Meeting Planner Familiarization Tours

Autumn

Spring

Upcoming Incentives & Programs

Coach Bus
Incentives

Welcome
Receptions

Team-
building

Sponsorships

Huntsville
Explorer Card

Conference
Booth

Virtual
Huntsville

Meetings
Guide

LOOKING AHEAD - PRODUCT DEVELOPMENT



River Mill Skating Rink



Eclipse "Walk with Light"



Group of Seven
Outdoor Gallery



Muskoka:
Home of the Stars



Birding in Muskoka
Nature Takes Flight

And more to come!

LOOKING AHEAD - EVENT ATTRACTION



Ontario 55+ Winter Games

Explore Huntsville wrote a successful bid to host the 2026 Ontario 55+ Winter Games.

The Games, featuring nearly 1,000 55+ athletes who participate in 10 sports will take place at a wide range of venues from February 3 – February 5, 2026.



CHARITY

The Huntsville Municipal Accommodation Tax Association was extremely proud to continue its support for the Huntsville Hospital Foundation with a \$30,000 donation in December 2024.

Hospital use surges during the summer months, with a combination of local and seasonal residents, as well as visitors to our community, seeking medical attention for everything from minor mishaps to broken bones, heart attacks and more. Recognizing the impact that this increase has on hospital staff and infrastructure, HMATA felt a duty to support a great organization doing incredible things in our community.



THANK YOU TO OUR BOARD OF DIRECTORS

Jeff Suddaby

Chair

Huntsville/Lake of Bays Chamber of Commerce
3 Guys and a Stove

Scott Morrison

Vice-Chair

Town of Huntsville
Town and District Councillor

Andrew Buwalda

Treasurer

Huntsville Lake of Bays Accommodation
& Restaurant Association
Deerhurst Resort

Steve Carr

Secretary

Huntsville Lake of Bays Accommodation
& Restaurant Association
Comfort Inn Huntsville

Chirag Patel

Director

Huntsville Lake of Bays Accommodation
& Restaurant Association
Rodeway Inn King William

Linda Fraser

Director

Huntsville Lake of Bays Accommodation
& Restaurant Association
Canvas Brewing Co.

Chandler Jolliffe

Director

Downtown Huntsville BIA
Cedar Canoe Books

Huntsville
MUSKOKA • CANADA

THANK YOU!

explorehuntsville.ca