



# MINUTES

In-person meeting at Hilton Home2  
and online via Zoom  
November 19, 2024, 2:00 p.m.



**Present:** Jeff Suddaby, Andrew Buwalda, Steve Carr, Chirag Patel, Linda Fraser, Chandler Joliffe (Zoom)  
**Regrets:** Scott Morrison  
**Staff:** Kelly Haywood, Dawn Huddlestone, Torin Suddaby, Rhonda Christenson  
**Guests:** Halley Clover, Chamber; Rachel Hunt, BIA; Reva Frame, Town of Huntsville; Lauren MacDermid, Town of Huntsville (Zoom)

## 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: Chirag Patel

**CARRIED**

## 2. Welcome Linda Fraser, Front of House Manager, Canvas Brewing Co. (HLOBARA rep)

## 3. Declaration of conflict of interest – Andrew Buwalda declared a conflict for item 7.3, as general manager of one of the proponents.

## 4. Approval of meeting minutes

*Motion: To accept the minutes from the October 15 and November 4 meetings as presented.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

## 5. Financial update – Andrew Buwalda

### 5.1. YTD and cash flow report

The treasurer provided an overview of the YTD financial and cash flow reports. Still projecting a break-even budget to the end of the fiscal year in May. Revenues are still forecasts for the next three quarterly installments from the Town (approximately November, February, May).

### 5.2. Audited financials

In the process of signing off historical audited financials for 2020, 2021, 2022, and 2023, as well as filing associated returns with the CRA.

## 6. ED report – Kelly Haywood

### 6.1. Marketing report review – October

Staff provided an overview of the October marketing report.

**Action:** In future reports, staff to include performance expectations/targets for comparison with actuals (impressions, for example).

### 6.2. Tourism Advisory Panel discussion

Panel is part of HMATA's TPA agreement with the Town. Town's perspective on the panel's role is to provide education and guidance/input per their individual sectors and relevant areas of

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expertise (sport tourism, for example).

**Action:** Staff to revise agreement to include purpose/objectives of panel, including to provide input on strategic plan (engaged separately by consultants), marketing strategy, and visitor attraction grant strategy/application process. Also, recommended meeting schedule is twice per year to align with grant application intake period and development of annual marketing plan.

### 6.3. Downtown lights and rink update

Staff provided an update on the downtown lights and refrigerated rink. King St. lights are being installed. Discussions with artist re: singing tree sculpture continue. Rink will be installed once River Mill Park canopy lights are up – there was a slight delay in the approvals process.

### 6.4. 2025/26 funding application intake period

Staff reminded the board that the 2025/26 funding application intake period opens Dec. 10.

#### 6.4.1. Application form review

Discussion:

- Wording of application form – need to reframe more as third-party product development. Should be a grant rather than sponsorship and focused on visitor attraction.
- Support via small sponsorships, like local businesses do, for tournaments for example – these reduce funds available for new product development and marketing initiatives. Groups seeking sponsorship won't be prohibited from applying, but their applications will still be assessed against HMATA's criteria and in relation to other applications.
- Community events run by non-profits shouldn't need to revalidate their existence every year to receive funding, especially for recurring events that help to drive more tourism because they've raised the bar of what is happening in town.

**Action:** Staff to revise application before intake period opens Dec. 1.

#### 6.4.2. Intake presentation and support

Applicants will be encouraged to contact ED before applying to ensure their proposal is eligible.

### 6.5. MCI – October Fam Tour

ED established good connections with the meeting planners who attended. More details to come in year-end report.

### 6.6. KPI discussion

Board members asked to send ED final input – KPIs will be motioned at next meeting.

Discussion:

- Need to incorporate overarching objectives along with the measurable KPIs that feed into those goals and demonstrate whether or not they have been met.
- Will be incorporated into strategic planning process.

### 6.7. Reminder: Biannual meeting with Town staff – November 28, 2:30-3:30 p.m. (The HUB Boardroom, 1 Crescent Road, all Board members welcome to attend)

## 7. Previous business

### 7.1. Draft procurement policy



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**Motion:** *To adopt the procurement policy as presented.*

Moved by: Steve Carr

Seconded by: Andrew Buwalda

**CARRIED**

### 7.2. 2024 Charitable Donation

Discussion: Need to develop new policy with criteria for charitable giving.

**Motion:** *To donate \$30,000 to Huntsville Hospital Foundation as HMATA's 2024 charity of choice.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

### 7.3. Eclipse Walk With Light - Subcommittee Site Recommendation

**Motion:** *To accept the Eclipse subcommittee's recommended host and location, Sandhill Nursery, and direct staff to begin developing a legal agreement with the proponent.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

## 8. Closed session

**Motion:** *To enter closed session at 3:27 p.m.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

**Motion:** *To leave closed session at 3:54 p.m.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

**CARRIED**

## 9. Business arising from closed session – None

## 10. Next meetings and adjournment

### 10.1. Next meetings:

Tuesday, December 10, 2024 at 12:00 p.m., Deerhurst – social only (note new date)

Tuesday, January 14, 2025 at 2:00 p.m., Zoom – 2025/26 application intake

Tuesday, January 21, 2024 at 2:00 p.m., Hilton Home2 Suites – regular meeting

### 10.2. Adjournment

**Motion:** *To adjourn the meeting at 3:54 p.m.*

Moved by: Andrew Buwalda



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Seconded by: Chirag Patel  
**CARRIED**