



MINUTES

In-person meeting at the Muskoka Grand Luxury Lodge and online via Zoom
May 14, 2024, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison (Zoom, left during Eclipse discussion), Andrew Buwalda, Steve Carr, Chirag Patel, Steve Campbell
Regrets: Ken Patel
Staff: Kelly Haywood, Dawn Huddlestone, Torin Suddaby, Rhonda Christenson (Zoom)
Guests: Halley Clover, Chamber; Morgan Lonsdale, BIA; Lauren MacDermid, Town of Huntsville (Zoom)

1. Welcome and agenda approval

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

Motion: To approve the agenda as presented.

Moved by: Steve Campbell

Seconded by: Andrew Buwalda

CARRIED

2. Declaration of conflict of interest – none

3. Approval of meeting minutes

Motion: To accept the minutes from the April 16, 2024 meeting as presented.

Moved by: Steve Campbell

Seconded by: Steve Carr

CARRIED

4. Welcome new Marketing and Product Development Manager

Kelly Haywood introduced HMATA's new Marketing and Product Development Manager, Torin Suddaby. Hiring process included input from both the Chamber and the BIA.

5. Delegations

5.1. Rotary Dockfest

Rob Saunders and Jamie Thompson provided an overview of Rotary Dockfest 2024. Event is coming back bigger and better. Will include bathtub derby, live music, buskers, beer garden, stunt show. In future hope to include a waterski show. Requesting \$6,000-7,000 for two motors for the bathtub derby and a sea can (shipping container), as well as marketing support.

5.2. Muskoka Pride

Shawn Forth provided an overview of the 2024 Muskoka Pride Week events. Seeking \$2,000 for



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three Pride Week events along with marketing support.

Discussion on delegations: Neither event drives accommodation and both are in high season, but would like to see them grow. How to best support community events that are worthy of support but don't necessarily fit HMATA's mandate when funding available is limited?

6. Financial update

Andrew Buwalda provided an overview of financials to date and forecast for the remainder of this fiscal year and 2024/25 fiscal year. Cautioned that ability to add to reserve is limited. Accommodators are seeing fewer bookings/erosion of ADR this summer which may impact the funds HMATA receives from the MAT.

7. Previous business

7.1. Muskoka Hornets

Decision on funding request postponed to next meeting.

7.2. Refrigerated rink

Motion: *To fund the refrigerated rink proposal in the amount of \$_____ as presented, and further that the allocation of funds is from the product development reserve, and further that a partnership agreement is developed with the Chamber of Commerce.*

Halley Clover from the Chamber provided an overview of the proposed skating rink in River Mill Park. Want to distinguish the rink from others in Muskoka (murals, lights). Did not receive provincial grant. Would like to develop small skate inventory, possibly via a skate drive.

Discussion: Would add provision in agreement that should Chamber no longer wish to operate the rink, the asset would be turned over to HMATA. Would like to see a bigger rink considered. (Rink is currently 42x92ft., the max size available.) Could it be funded in conjunction with Snowfest? Could Chamber drop another event (Campfire Sessions? Maple Fest?) and use those funds from their annual partnership allocation toward the rink's operations instead? Lights require rigging and could be left up year-round but may need to be postponed until another year.

Motion: *To amend the original motion to include the dollar amount of \$149,546.41.*

Moved by: Scott Morrison

Seconded by: Steve Campbell

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Motion: *To approve the motion as amended: To fund the refrigerated rink proposal in the amount of \$149,546.41 as presented, and further that the allocation of funds is from the product development reserve, and further that a partnership agreement is developed with the Chamber of Commerce.*

Moved by: Steve Carr

Seconded by: Chirag Patel

CARRIED

8. ED Report

8.1. Nuit Blanche

HfA did not receive provincial grant for Nuit Blanche. Looking at other funding avenues, but would like to approach HMATA for funding.

Discussion: Concern about considering this ask when funds for next fiscal year are limited and other applicants have to follow the intake process.

ACTION ITEM: Staff to talk with HFA about reallocating already-received funding.

8.2. Canada Day

Town of Huntsville hoping to get support for entertainment downtown (i.e. buskers) – to be discussed at next meeting.

REMAINDER OF ED REPORT POSTPONED TO NEXT MEETING

9. Downtown Eclipse update

Kelly Haywood noted that three downtown installations have been identified as priorities for this year: King St. walkway, Town Hall, Trinity-Town Hall pathway. Chamber would maintain and supervise installation on behalf of HMATA.

Discussion: See this as marketing for the larger Eclipse installation. Could all three installations go ahead this year? (About 75%, yes. Trees may be delayed.) How would we handle cost overruns? (Start with budgeted amount and work backwards, so no cost overruns possible.) Want to see more details in costing (capital, operations, insurance, etc.) Could consider fewer installations for this year – do one really well rather than all partially. Need to identify operational costs for product development in future budgets.

Motion: *To direct staff to coordinate the return of excess funds in the amount of \$180,340.65 previously allocated to the Huntsville Lake of Bays Chamber of Commerce for Downtown Eclipse*



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installations.

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

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***Motion:** To accept the Downtown Huntsville Eclipse installation investment of \$_____; and further that, a partnership agreement be developed with the Huntsville/Lake of Bays Chamber of Commerce for operations and maintenance of the downtown installations for \$3,500; and further that, HMATA reserve \$10,000 for repair and replacement of the installation; and further that, HMATA takes ownership of all Eclipse capital assets henceforth.*

POSTPONED TO NEXT MEETING

10. Next meetings and adjournment

10.1. Next meetings:

Tuesday, May 28, 2024 at 2:00 p.m., 3 Guys and a Stove (143 Hwy 60)

Tuesday, June 25, 2024 at 2:00 p.m., The Terrace Loft (59 Main St. E,
entrance at the back off High Street)

10.2. Adjournment

***Motion:** To adjourn the meeting at 5:02 p.m.*

Moved by: Andrew Buwalda

Seconded by: Steve Campbell

CARRIED