

AGENDA

Special meeting online via Zoom
on **Monday, March 31, 2025, 2:00 p.m.**

[Click here to join via Zoom](#)

Page #

1. Welcome and agenda approval

Motion: To accept the agenda as presented.

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2. Declaration of conflict of interest

3. 2025/26 Business and Marketing Plan

4. Next meetings and adjournment

4.1. Next meetings:

Tuesday, April 22, 2025, at 2:00 p.m., Deerhurst Resort (G8 Boardroom)

Tuesday, May 20, 2025, 2:00 p.m., Deerhurst Resort (A.Y. Jackson Room)

Tuesday, June 17, 2025, 2:00 p.m., Deerhurst Resort (Waterhouse Ballroom)

4.2. Adjournment

Motion: To adjourn the meeting.

IMPORTANT 2025 DATES

- **January:** Annual business & marketing planning commences
- **February 18:** Initial budget discussions
- **March 25 2pm:** AGM, Canvas Brewing Co. event space
- **March 31:** ED presentation of 2025/26 marketing plan
- **April 22:** HMATA budget approval
- **April 30 9am:** General Committee presentation, Town Hall Council Chambers
- **May:** Town/HMATA biannual touchpoint (launch TPA preliminary discussion)
- **May 31:** Year-end
- **June:** TPA draft
- **July:** Begin strategic planning
- **September:** Final draft TPA to Town staff for General Committee
- **December:** Final TPA due
- **December:** Strategic plan expires