



# MINUTES

In-person meeting at The Rooftop Patio  
and online via Zoom  
September 10, 2024, 2:00 p.m.



**Present:** Jeff Suddaby, Andrew Buwalda, Steve Carr, Chirag Patel, Steve Campbell  
**Regrets:** Scott Morrison, Ken Patel  
**Staff:** Kelly Haywood, Torin Suddaby, Rhonda Christenson (Zoom), Dawn Huddlestone (Zoom)  
**Guests:** Halley Clover, Chamber

## 1. Welcome and agenda approval

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

**Motion:** To approve the agenda as presented.

Moved by: Andrew Buwalda

Seconded by: Steve Carr

**CARRIED**

## 2. Declaration of conflict of interest – Andrew Buwalda declared a conflict for the Eclipse subcommittee update.

## 3. Approval of meeting minutes

**Motion:** To accept the minutes from the July 16, 2024 and July 25, 2024 meetings as presented.

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

## 4. Presentation

### 4.1. Huntsville Girls Hockey Association (postponed to later in the meeting)

Scott Doughty presented the organization's request for funding.

**ACTION:** Staff to request sponsorship package from HGHA.

## 5. YTD Financials

Andrew Buwalda provided an overview of year-to-date financials. Still projecting a break-even budget. Audited financials for 2024-24 fiscal are in progress. For future engagement letter with auditors, need language around timing.

**Motion:** To approve the interim financial statements as presented.

Moved by: Steve Campbell

Seconded by: Steve Carr

**CARRIED**

## 6. ED Report

### 6.1. Winter intake update

Applications due Sept. 27. Several groups have expressed interest. Up to \$36,200 available in total for disbursement. Board to meet Oct. 1 to discuss applications.

### 6.2. Downtown lighting and rink update

For River Mill Park, waiting on final engineer's drawings that include how lights would be attached to the bandshell – Rotary has expressed concern about it. There will be a light canopy

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installed in the King St walkway, too – building owners are satisfied and installer has been lined up. Singing tree installation will be delayed to the spring – working to engage an artist. King St canopy should be installed by mid-October, River Mill Park by mid-November.

6.3. Market research proposals

Looking to engage a market research company for destination awareness and traveller intentions survey. Previously approved by Board and staff have identified five potential firms who will receive an invitation to submit a proposal. Will be made publicly available when complete.

**ACTION:** Staff to send RFP as soon as possible.

6.4. Document repository

Board would like online access to a document repository for future reference (e.g. financials). Preference for OneDrive.

**ACTION:** Staff to investigate cost and feasibility.

6.5. Draft procurement policy

Staff presented a draft procurement policy. Wording for 5. Procurement methods to be adjusted: Spends between \$3,000-10,000 require three quotes and above \$10,000 require RFP. Other potential clauses to be added: when/how will Board weigh in on large purchases, even when within approved budget; controls for disbursement of funds for purchases. Separate process for disbursing funding grants to applicants (not procurement).

**ACTION:** Andrew Buwalda to provide ED with examples to help amend the policy. Staff to include amended policy in next agenda.

6.6. 2024 charitable donation

In 2023, made donation to Huntsville Hospital Foundation. Board needs to make a decision for 2024 – \$30,000 budgeted, cheque to be presented in December. Must be tourism-related or impacted by tourism to fit HMATA's mandate. Could also consider a larger, longer-term donation to HHF (allotted annually) – to be discussed in development of next budget. Other alternatives for areas impacted by tourism are: environment (e.g. Muskoka Watershed Council, One Tree Planted) or mental health. Could prepare a short-list and ask groups to submit a proposal.

**ACTION:** Board members to suggest charities at next meeting.

6.7. Marketing report

Staff provided an overview of astrotourism marketing campaign.

6.8. 55+ Winter Games bid update

Bid has been submitted. Announcement of successful bid will happen in November.

6.9. Local business performance check

ED did high-level, anecdotal check with businesses on performance. June and September were slightly soft, July and August were good depending on location. Downtown businesses seemed to have fared better.

7. Eclipse subcommittee update

Andrew Buwalda recused himself from the discussion and left the meeting.



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Steve Campbell provided an update on behalf of the subcommittee, including an overview of the proposed partnership agreement outline and budget.

### 8. Next meetings and adjournment

#### 8.1. Next meetings:

Tuesday, October 15, 2024 at 2:00 p.m., Hilton Home2 Suites  
Tuesday, November 19, 2024 at 2:00 p.m., Hilton Home2 Suites

#### 8.2. Adjournment

**Motion:** *To adjourn the meeting at 3:52 p.m.*

Moved by: Steve Campbell

Seconded by: Steve Carr

**CARRIED**