



MINUTES
Online meeting via Zoom
March 31, 2025, 2:00 p.m.



Present: Jeff Suddaby, Scott Morrison, Andrew Buwalda, Steve Carr, Chirag Patel, Chandler Joliffe, Linda Fraser
Regrets: none
Staff: Kelly Haywood, Dawn Huddleston, Torin Suddaby, Rhonda Christenson
Guests: Lauren MacDermid, Town of Huntsville

1. Welcome and agenda approval

The meeting was called to order at 2:00 p.m.

Motion: To approve the agenda as presented.

Moved by: Steve Carr

Seconded by: Scott Morrison

CARRIED

2. Declaration of conflict of interest – none

3. 2025/26 Business and Marketing Plan

Staff presented the 2025/26 Business and Marketing Plan for Board consideration. The final version will be motioned at the next regular meeting.

Discussion:

-Digital marketing campaign content will be short-form video leading to long-form written content to complement Muskoka Tourism assets.

-What is objective of market research and what will it inform? What is the profile of visitor who comes to Huntsville – what is their income level, what is their education level, what type of industries do they work in, what specifically are they looking for when they come here? (Why do they choose to visit this region?) Based on that, are we missing any subgroups that we want to do targeted marketing to?

-Consider emphasizing awareness and behaviour in KPIs.

-Remember that for destination awareness, much of marketing spend is to Muskoka Tourism with their campaign traffic going to their site (so would be difficult to use lead generation via website as a KPI since campaign links don't always go to the Explore Huntsville site).

-What are social media goals/KPIs per channel?

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 at 2:31 p.m.

Moved by: Steve Carr

Seconded by: Chandler Joliffe

CARRIED