



MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom
October 24, 2023, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Marisa Kapourelakos, Rachel Hunt (Zoom), Andrew Buwalda, Bob Stone
Regrets: Chirag Patel
Staff: Kelly Haywood, Barb Bloomfield (Zoom), Rhonda Christenson, Halley Clover, Torin Suddaby (Zoom)
Guests: Lauren MacDermid, Town of Huntsville; Ellen Selby, Downtown Huntsville BIA (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:35 p.m. Chantelle Armstrong will not be presenting.

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

CARRIED

2. Declaration of conflict of interest – Andrew Buwalda has a conflict with item 11 (proposal for donation to Huntsville Hospital Foundation) as he is their treasurer.

3. Welcome Kelly

The Board welcomed Kelly Haywood as its new Executive Director.

4. Approval of meeting minutes

Motion: *To accept the minutes from the October 3, 2023 and October 6, 2023 meetings as presented.*

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED

5. Presentation

Scott Morrison presented the idea of a unity square. Huntsville Council recently put forward a motion to install a Pride crosswalk in Downtown Huntsville, and community feedback noted that other groups should be recognized as well. Instead, they are considering a unity square at the intersection of Dara Howell Way and King St. that incorporates three crosswalks: the progress flag, the seven feathers Indigenous teachings, and one honouring veterans. The fourth crosswalk would be left open for future consideration. He also noted that District Council is trying to secure Rainbow designation for all of Muskoka, to indicate it is an inclusive region. Council will seek funding via the MAT (both Town and HMATA portions) and local contributions – community support so far has been positive. Could also be a series of crosswalks instead of a square. Total cost is estimated to be \$60,000-80,000, with anticipated installation in 2024.



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6. Previous presentations

- a. Gallery concept (Erin O’Neill)
The Board is excited about this opportunity for the and would like to receive more details when the project is further along before considering providing funding.
Motion: *To decline funding for the gallery project.*
Moved by: Steve Carr
Seconded by: Andrew Buwalda
CARRIED
- b. Hoya Robotics cheque presentation
Will be Nov. 9 at 3:45 p.m. at HHS – all Board members are invited to attend.

7. Financials

- a. HST rebate update
The Treasurer noted that HMATA needs to refile due to the change in date on its financial statements, but is confident we will receive the rebate.
- b. Cash flow update
The Treasurer summarized funds available for disbursement. Budget for the year was \$380k including \$165k in annual partnerships, \$165k in community tourism sponsorships, and \$50,000 for charities and nonprofit organizations. The annual partnership amount is fully committed for this fiscal year. Of the community tourism sponsorships, \$85,900 has been committed; \$79,100 is still available for disbursement until May 2024. Charity funds have not been allocated.
- c. Audited financials
The Treasurer presented the audited financials for 2020-2023, to be reviewed by Board members prior to the next regular Board meeting.

8. TPA update

The Vice Chair noted that this has been ratified by Town Council, and creation of a new TPA continues to move forward with Town staff. The Town will arrange for governance training with HMATA staff.

9. Staff updates

- a. Eclipse
Things are moving forward with the engineer, but are behind schedule. Staff are hoping that



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- it will be installed in November, but may be delayed until spring if weather is uncooperative for rigging.
- b. Group of Seven Outdoor Gallery
Three murals have been replaced, one is in progress, and two have been relocated. A new website is live, a virtual narrated tour has been filmed and is on the website, the new brochure is out in the community, Kelly Holinshead completed new photos of the murals, and a marketing campaign will run until the end of November. See attached slide deck.
 - c. Upcoming events: Oktoberfest, Girlfriends' Getaway Weekend (GGW)
Oktoberfest was well received, including the kickoff party and Huntsville's signature event at the bowling alley. More than 1,500 entered the giveaway for a stay at Deerhurst, and a survey will be going out to participants and venues to request suggestions for future. Staff are working with the BIA to update décor downtown for GGW. Promotions are underway for community-wide offerings.
 - d. Corporate groups – venue options
Staff continue to populate a list of available venues.
 - e. Meeting with Town staff and HMATA Executive Committee
Scheduling for this meeting is in process.
 - f. Chamber & HMATA strategy discussion
The Chamber Board has agreed to meet with HMATA to determine how the organization's current tourism role will continue or be transferred to HMATA. Staff propose a working group comprised of three members of each Board along with staff to discuss what a future fee-for-service relationship would include. HMATA representatives will be Andrew Buwalda, Steve Carr, and Marisa Kapourelakos, and other Board members are invited to attend.
 - g. Logo for marketing
There will be a community brand used for tourism, plus an internal rebrand for HMATA's corporate use. Staff propose using elements of the Town's tourism logo as part of the internal DMMO brand. Once the Town's guidelines for use of the community tourism logo are in place, the HMATA Board can incorporate elements of it for DMMO use.
 - h. TTRA/TIAO conference updates
Full report to come at a future meeting.
 - i. Email voting policy
Motion: *To accept the email voting policy as presented.*
Moved by: Steve Carr
Seconded by: Andrew Buwalda
CARRIED



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10. HMATA's operating name/use of Town tourism logo

Discussed above.

11. Charitable donation

The Chair reminded the Board of its previous discussion, that if HMATA is going to encourage tourism in Huntsville it should be donating funds to organizations that are impacted by tourism. One organization already discussed is the Huntsville Hospital Foundation (HHF) – they are currently running a \$10M diagnostic imaging campaign which will include an MRI machine, and have committed to a \$35M contribution to the local share cost for hospital redevelopment.

Discussion: Is this donation outside of the scope of this organization? The earlier discussion noted that donations should support the local tourism industry so that it can continue to grow. Visitors sometimes consider whether healthcare is available when trip-planning, and accommodators want to ensure that service is available for their guests should they need it as well as for their staff. When the budget was passed, the intention was to have a placeholder for charitable purposes that aligned with HMATA's mandate for growing the tourism economy (e.g. healthcare, which may not grow tourism but a lack of it could erode it, and attainable housing which could impact the tourism workforce, etc.). Would it be better to spread the budgeted donation amount amongst several charitable organizations? If considering healthcare, should HMATA designate an annual contribution toward hospital redevelopment? Need to consider which charities tourism impacts the most. Could also consider an annual pledge (rather than a commitment) to the hospital foundation contingent on TPA renewal and funds available.

Andrew Buwalda abstained from voting on the motion.

Motion: To donate \$50,000 to the Huntsville Hospital Foundation, with a formal presentation to occur Dec. 5.

Moved by: Steve Carr

Seconded by: Scott Morrison

CARRIED

12. Strategic plan

To be discussed at the Nov. 14 meeting. All Board members asked to review before then.

13. Next meetings and adjournment

a. Next meetings:

Tuesday, November 14 at 2:30 p.m., The HUB (1 Crescent Rd.)

Tuesday, December 5 at 12:00 p.m., 3 Guys and a Stove (Christmas Luncheon – no agenda)

Tuesday, January 9 at 2:30 p.m., Holiday Inn & Suites



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b. Adjournment

Motion: To adjourn the meeting at 4:41 p.m.

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

CARRIED

DRAFT



GROUP OF SEVEN

**THE GROUP OF SEVEN
OUTDOOR GALLERY
UPDATE - OCT 24, 2023**

DRUGSTORE

What Have We Done?

- 3 - murals replaced
- 1 - mural being painted
- 2 - murals relocated
- New Website
- Downtown Huntsville Narrated Tour
- New Brochure including Downtown Huntsville Map
- Mural Photography
- Marketing Campaign



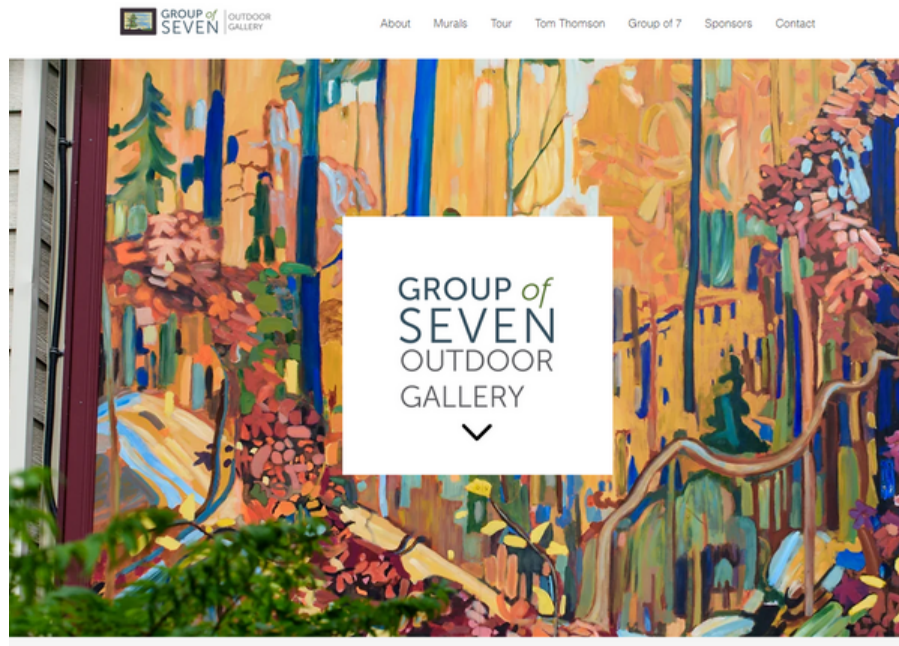
Murals

- 3 - Murals completely repainted
- 1 - Mural currently being painted and set to be complete at the beginning of November
 - These 4 murals will be returning to their original locations
- 2 - Murals removed from original location (old Swap Shop & Main St. Local) and will be relocated in new locations downtown



New Website

- The Group of Seven Outdoor Gallery website has been completely rebuilt
 - Website is now interactive and outlines an in-depth history of the original artists and lists the murals themselves
- <https://www.groupofsevenoutdoorgallery.com/>



Narrated Tour

- A narrated virtual tour has been filmed for each downtown mural which allows visitors to use QR codes on their phones to watch a brief fun description about each mural
- Hosted by Gerry Lantaigne & filmed by Limelight Muskoka
- <https://www.groupofsevenoutdoorgallery.com/tour>



New Brochure & Map

- A new brochure has been created and has been extremely popular in our tourism service booths and with tourism operators
- Brochure shows a map of downtown and where to find each mural by name

HUNTSVILLE ADVENTURES

Explore Muskoka's Adventurous Spirit

[HUNTSVILLEADVENTURES.COM](https://www.huntsvilleadventures.com)

Canadian ART HISTORY

The Group of Seven were a group of like-minded Canadian artists living in Toronto in the early 1900's, most of who were working in the graphic design industry. Of the original seven members Franklin Carmichael, Frederick H. Varley, Arthur Lismer, A.Y. Jackson, Lawren S. Harris, Frank Johnston, and J.E.H. Macdonald; all but Harris and Jackson worked together. The Group formed in 1920 in response to what they saw as a stale Canadian art environment. Each one of these artists had met, befriended, and been inspired by Tom Thomson whose earlier paintings of Algonquin Provincial Park were the catalyst for their art movement. All of the members had at one time or another travelled to Algonquin Park to paint with Thomson on portage trips in the wilderness.

A SPECIAL THANK YOU

To our artists

GERRY LANTAIGNE	STEPHEN SAMMON
DONNA BUCHAN	MICHELLE VAN MAURIK
PAUL MEYERS	CHARLES JOHNSTON
TIM WEBB	BRENDA WAINMAN GOULET
OLAF SCHNEIDER	JOHN HOOD
JANINE MARSON	WILLIAM LAZOS
MARC SOBOSZAN	RON MURDOCH
SUE SEVER	INGRID ZSCHOGNER
DAVID FLETT	

To our sponsors

OUTDOOR GALLERY GROUP OF SEVEN

HUNTSVILLE ADVENTURES
Muskoka's Adventurous Spirit

**WHAT TO DO
WHERE TO DINE
WHERE TO STAY**

New Photography

- Kelly Holinshead of the Shutterbug Gallery has taken photos of each downtown Huntsville mural
 - Photos now featured on website



Marketing Campaign

- Content Marketing campaign promoting the Group of Seven Outdoor Gallery is currently live on huntsvilleadventures.com
 - Current campaign runs until November 30, 2023
- View Here: [**huntsvilleadventures.com**](https://huntsvilleadventures.com)



What Is Left to Do?

1. New Murals
2. Any Necessary Touch-ups to Current Murals
3. Updated QR Code Signage
4. Additional Digital Marketing Campaigns

