



# MINUTES

In-person meeting at 3 Guys and a Stove  
and online via Zoom  
May 28, 2024, 2:00 p.m.



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

Seconded by: Chirag Patel

**CARRIED**

## 2. Declaration of conflict of interest – none

## 3. Approval of meeting minutes

*Motion: To accept the minutes from the May 14, 2024 meeting as presented.*

Moved by: Chirag Patel

Seconded by: Steve Carr

**CARRIED**

## 4. Previous business

### 4.1. Muskoka Hornets

*Motion: To provide the Muskoka Hornets with \$21,000 in support of a new batting cage and bullpen mounds on diamond F at McCulley Robertson.*

Moved by: Scott Morrison

Seconded by: Chirag Patel

**Discussion:** Hornets bring lots of opportunity to town. Asset will be used over many years, so long-term gain. Facility is a Town capital asset and HMATA funds are limited. Hornets enrolment is up. Tournaments are mostly peak season. For future, HMATA could consider funding organizations over multiple years when assets are being developed.

*Motion: To amend the motion to read: To provide the Muskoka Hornets with funding in the amount of \$3,250 from HMATA's 2023/24 budget, with another \$3,250 to follow in 2024/25, in support of a new batting cage on diamond F at McCulley Robertson.*

Moved by: Scott Morrison

Seconded by: Steve Campbell

**CARRIED**

*Motion: To accept the motion as amended.*

Moved by: Scott Morrison

Seconded by: Steve Campbell

**CARRIED**



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### 4.2. Rotary Dockfest

**Motion:** To provide the Rotary Club of Huntsville with \$7,000 toward the purchase of two motors and a sea can for the annual Rotary Dockfest.

Moved by: Scott Morrison

Seconded by: Steve Campbell

**Discussion:** Event doesn't lead to heads in beds but does provide a fun activity for visitors. Also a summer event rather than in HMATA's target seasons. But there is value in providing activities that will lead to word-of-mouth marketing. Appreciate the work Rotary does in the community. Could HMATA sponsor the event in some way?

**Motion:** To amend the motion to read: To provide the Rotary Club of Huntsville with a \$1,500 sponsorship for the 2024 Rotary Dockfest.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**CARRIED**

**Motion:** To accept the motion as amended.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**CARRIED**

### 4.3. Muskoka Pride

**Motion:** To provide Muskoka Pride with \$2,000 in support of 2024 Muskoka Pride Week events.

Moved by: Steve Campbell

Seconded by: Chirag Patel

**Discussion:** Would funding come from marketing budget or community sponsorships? Timing is summer, not clear on impact. Funds would only support Huntsville events. Would help position Huntsville as a more inclusive town, which could encourage people to come to Huntsville outside of Pride Week. Would be interested in working with Muskoka Pride in future. Could they provide us with some of their digital assets?

**CARRIED**

## 5. Conflict of Interest training

Solicitor Rebekah Dunsmore provided an overview of HMATA's conflict of interest policy.

## 6. Eclipse update

Steve Campbell provided an update on behalf of the Eclipse subcommittee.

Proponents (Deerhurst and Sandhill) are still waiting on quotes for infrastructure requirements.

Board may need to call a special meeting to make a decision as time is of the essence.

Downtown, would like to concentrate on King St. walkway (est. \$60,000) and lights in River Mill Park (est. \$28,000). If Board agrees, staff and the subcommittee will continue to explore costs and Town approvals. Board may need to call a special meeting to approve.



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**Discussion:** About 10% of existing light inventory will be used downtown, along with purchase of trees and posts. Those installations will be permanent. For larger partner installation, concern with amount of investment up front. Subcommittee to report back.

### 7. ED Report

#### 7.1. Refrigerated rink

Re: \$18,500 operating costs, staff met with BIA, Chamber, and HFA and all agree that \$20K allocated to SnowFest should be used for the refrigerated rink instead. If funds remain, HFA may still be able to install some snow sculptures or mazes around the rink. May also be a small surplus in the mural budget.

**ACTION ITEM:** Staff to add motion to next meeting.

#### 7.2. Advisory Panel

Kelly Haywood provided an overview of the Advisory Panel structure.

**Discussion:** ED would meet with group for input on approach, as well as funding applications and events (schedule to be determined), and all will be invited to Board meetings and will receive copies of agendas. Should be non-intrusive process that doesn't slow down decision-making.

#### 7.3. Canada Day

Kelly Haywood reiterated Town organizing committee's request for \$5,000 for activities throughout the day.

**Discussion:** This would fund buskers and entertainers at Kent and River Mill Park leading up to the evening fireworks. Not much happening downtown, but not sure it's on HMATA to fund it. Could create Explore Huntsville awareness — opportunity for swag. Chamber moved Campfire Session to River Mill Park. BIA will have Canadian-themed market in Kent Park. No appetite to proceed.

#### 7.4. Marketing update

For information. HFA has requested marketing support to hire a photographer for Nuit Blanche North. Likely \$2,000. Staff to present overall HMATA marketing plan at future meeting.

#### 7.5. Application intake update

Applications are starting to come in. Staff will compile after deadline for presentation to Board.

#### 7.6. Surveys in guest rooms re: Huntsville

Proposing a tent card be printed and distributed to all hotel rooms with Explore Huntsville logo and a QR code linking to a survey. Incentive: monthly draw for \$100 prepaid Visa card. Would focus on guests' experience in and perceptions of Huntsville, not the accommodations.

**Discussion:** Make it clear Explore Huntsville not affiliated with the accommodations. May not generate high interest. Board members will consider.

#### 7.7. Logo update

Meeting with municipal staff – logo will remain as is. Will incorporate Explore Huntsville verbiage in text, taglines, and URL instead.

#### 7.8. Phone/website update

Explore Huntsville website is being revamped, with Lake of Bays references being removed. Will be 3-4 month process. Phone number in the works, to be answered by Chamber staff.



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### 8. Closed session

*Motion: To enter closed session.*

Moved by: Steve Carr

Seconded by: Andrew Buwalda

**CARRIED**

*Motion: To leave closed session.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

**CARRIED**

### 9. Next meetings and adjournment

#### 9.1. Next meetings:

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

Tuesday, July 16, 2024 at 2:00 p.m., location TBD

Tuesday, September 10, 2024 at 2:00 p.m., location TBD

#### 9.2. Adjournment

*Motion: To adjourn the meeting.*

Moved by: Scott Morrison

Seconded by: Chirag Patel

**CARRIED**