

Huntsville Municipal Accommodation Tax Association

MINUTES

Meeting held on Tuesday August 27th, 2019 – 9:00 a.m.
Town Hall – Council Chamber

Present: Scott Aitchison, Kaushal Gandhi, Jesse Hamilton, Nate Smith, Matthew Phillips, Scott Doughty

Regrets: Christine Kropp, Jeff Suddaby

Staff: Kelly Haywood, Torin Suddaby, Scott Ovell, Morgan Richter

1. Review of Last Meetings Minutes

1.1. Approve Minutes – August 6th, 2019

Be it resolved that the minutes of the August 6th, 2019 meeting be approved as presented.

Moved by: Scott Aitchison

Seconded by: Matthew Phillips

CARRIED

2. Previous Business

2.1. Next Steps

2.1.1. Strategic Planning Next Steps

- The attached Draft Strategic Plan was distributed
 - o Identify Gaps
 - o Approve Pillars of Priority
 - o Develop Tactical Plan
 - o Establish Timeline
 - o Analysis & Opportunity Assessment
 - o Collaborate Tourism Strategy

- Gaps & Priorities
 - 1. Need to provide minimum 25% of total event budget
 - a. Need to present budget
 - 2. Need to drive occupancy growth
 - 3. Need to provide a marketing plan
 - 4. Need to provide year end financial statements
 - 5. Need to provide a final report
 - 6. Priority will be given to shoulder season activities and programs that meet the mission, vision and values of the MAT Board
 - a. MAT Board needs to define “shoulder season” period

- Further Considerations
 - o Number of participants
 - o Number of staff and volunteers
 - o Has the activity and/or program worked well in the past?

- Is there a negative impact on the community?
- How many partners are at the table?
- How will funding enhance what is already planned?
- Application
 - Chamber to create Draft Application
 - To be reviewed at the ~~September 17th, 2019~~ September 25th, 2019 MAT Board Meeting
 - Chamber to create Draft Press Release to begin application communication plan
 - To be reviewed at the ~~September 17th, 2019~~ September 25th, 2019 MAT Board Meeting
 - MAT Board needs to determine how much of the collected tax money will be distributed to activities and programs through the application process
 - Decision to be made at the ~~September 17th, 2019~~ September 25th, 2019 MAT Board Meeting
- Timeline
 - Two application intake periods
 1. Open: October 28th, 2019
Close: November 29th, 2019
Successful applicants will be notified by the end of January 2020
 2. Open in early May, 2020

3. Financial Update

- July Financial Update to follow
- Town of Huntsville needs to ensure all properties are paying proper amounts
 - MAT Board needs to better understand the Town of Huntsville inspection process

4. Short Term Rentals Update

- Short Term Rentals report goes to Town Council September 11, 2019
- Bylaw and licensing will go into effect January 1, 2020
- Short Term Rental policy is not currently included in Town of Huntsville – MAT Board Agreement
 - Bylaw will need to be amended

5. New Business

- Nancy Alcock will be replacing Scott Aitchison on the MAT Board during his leave from his role as Mayor of Huntsville

6. Adjournment

- 6.1. Next Meeting Date – ~~Tuesday September 17th, 2019, 10:00 a.m. – Council Chambers~~
Wednesday September 25th, 2019, 3:00 p.m. – Location TBD

Be it resolved that the meeting be adjourned at 10:41 a.m.

Moved by: Scott Aitchison

CARRIED