



# MINUTES

In-person meeting at Hilton Home2  
and online via Zoom  
July 16, 2024, 2:00 p.m.



**Present:** Jeff Suddaby, Scott Morrison, Andrew Buwalda, Steve Carr, Chirag Patel  
**Regrets:** Steve Campbell, Ken Patel  
**Staff:** Kelly Haywood, Dawn Huddleston, 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 2:10 p.m.

*Motion: To approve the agenda as presented.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

**CARRIED**

## 2. Declaration of conflict of interest – none

## 3. Approval of meeting minutes

*Motion: To accept the minutes from the June 18, 2024 meeting as presented.*

Moved by: Steve Carr

Seconded by: Scott Morrison

**CARRIED**

## 4. Presentations

### 4.1. Knights of Columbus

Representatives provided an overview of the organization’s annual tournament and addressed accommodator concerns regarding team conduct during the tournament.

### 4.2. STR hospitality data benchmarking reports

Tanja Goeschl provided an overview of the CoStar software for hospitality data benchmarking. Spend is already approved; staff to finalize set-up with the company.

## 5. Financials

Andrew Buwalda provided an overview of the 23/24 unaudited financials. Currently a surplus of \$490,818 for the year, bringing total surplus to 1,488,000. With the exception of the payroll reserve, the remaining surplus is considered an unrestricted reserve. Note: there were 5 payments received from the Town in 23/24 (not an ‘extra’ payment – the first payment of the year was a late installment from 22/23). Expect to receive four payments from the Town in 24/25 fiscal. Audited financials to be presented at a future meeting.

Discussion regarding where funds for Eclipse operations (approximately \$27,000) should come from. Three potential options were offered: marketing budget (specifically the funds allocated for market research), charitable donations, or reserve (which would put the budget into a deficit), but long-term it needs to be a permanent line item. Board preference for this year is to keep the market research.

*Motion: To reallocate \$26,633 from the marketing budget for downtown Eclipse operations in winter*



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2024/25.

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

**CARRIED**

### 6. Previous business

#### 6.1. Marketing plan

**Motion:** *To accept the marketing plan as presented.*

Moved by: Andrew Buwalda

Seconded by: Scott Morrison

**Discussion:** Torin Suddaby presented an overview of changes to the marketing plan, including the following budget changes: the destination awareness budget has been increased from \$118,000 to \$128,000 and the market research and new initiatives budget has been reduced from \$90,000 to \$80,000. The MCI (meetings, conventions, incentives) budget remains at \$100,000, with specifics outlined in the presentation attached to the agenda. Stay an extra night campaign needs further Board discussion and approval before any funds spent.

Aside: Need to have a future discussion about establishing a procurement policy.

**CARRIED**

#### 6.2. Ontario 55+ Winter Games bid

**Deferred to July 25 meeting**

### 7. Funding applications

Discussion regarding the applications received.

Process/formula for decision-making needs to continue to evolve.

**Motion:** *To approve the following funding sponsorships: \$10,000 for the 2024 Ontario Disc Golf Championships, \$2,500 for the Huntsville and Area Historical Society walking tour app, and \$1,500 for the Knights of Columbus annual tournament.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

**CARRIED**

### 8. ED Report

#### 8.1. Meeting with Town staff on June 25 – summary

**Tabled**

#### 8.2. Procedural bylaw

**Deferred to August 25 meeting.**

#### 8.3. Marketing report

**Tabled**

#### 8.4. Astronomy tourism

**Deferred to August 25 meeting.**



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### 9. Next meetings and adjournment

#### 9.1. Next meetings:

Special meeting: Thursday, July 25, 2024 at 12:00 p.m., Zoom  
Tuesday, September 10, 2024 at 2:00 p.m., Hilton Home2, Muskoka Room  
Tuesday, October 15, 2024 at 2:00 p.m., Hilton Home2, Muskoka Room  
Tuesday, November 19, 2024 at 2:00 p.m., Hilton Home2, Muskoka Room

#### 9.2. Adjournment

**Motion:** *To adjourn the meeting at 4:55 p.m.*

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

**CARRIED**