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## MINUTES

In-person meeting held at Deerhurst Resort on **February 16, 2023, 3:30 p.m.**

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**Present:** Jesse Hamilton, Jeff Suddaby, Steve Carr, Chirag Patel, Scott Morrison, Bob Stone, Rachel Hunt (for Nate Smith)  
**Regrets:** none  
**Staff:** Kelly Haywood, Torin Suddaby, Dawn Huddlestone, Barb Bloomfield (via ZOOM)  
**Guests:** Lauren MacDermid, Town of Huntsville; Ellen Selby, BIA (via ZOOM)

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### 1. Welcome and agenda approval

**Motion:** *To accept the agenda as presented.*

Moved by: Steve Carr

Seconded by: Jeff Suddaby

**CARRIED**

2. **Declaration of conflict of interest** – Jesse Hamilton declared a conflict for the first delegation regarding the CAMA conference, which will be held at Deerhurst Resort. The Board agreed he could be present but refrain from the discussion.

### 3. Approval of meeting minutes

**Motion:** *To accept the minutes from the January 26, 2023 meeting as presented*

Moved by: Steve Carr

Seconded by: Jeff Suddaby

**CARRIED**

### 4. Delegations

- a. Jennifer Goodine, Canadian Association of Municipal Administrators (CAMA)  
Requested \$11,900 for transportation, entertainment and photography costs using local vendors for the CAMA conference at Deerhurst Resort (May 29-31, 2023).
- b. Dan Watson, Huntsville Festival of the Arts  
Requested \$40,000 toward HfA's 2023 season. (Total budget: \$770,000)
- c. Nick Stoehr, Trisport Events  
Requested \$30,000 to offset the Ironman licensing fee and rental cost of the Canada Summit Centre, Lions Lookout Park and Camp Kitchen Beach for the 2023 Ironman 70.3 Muskoka (July 9, 2023).
- d. Saleem Hall, YMCA Simcoe Muskoka  
Requested \$3,500 to offset venue, advertising, transportation, and food and beverage costs for



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the YMCA's upcoming job fair on April 6, 2023, including \$1,000 for rental of the Jack Bionda Arena.

- e. Natasha Corbett and Rich Trenholm, TriMuskoka  
Requested \$400,000 to offset the engineering, equipment and programming costs for phase 2 of the MSCLE (Movement for Strength, Conditioning, and active Lifestyles for Everyone) project (phase 2 budget: \$900,000)

### 5. Funding deliberations

Prior to discussion on funding requests by the earlier delegations, Jesse Hamilton provided a brief update on a discussion he had with Town staff and councillors regarding how funding is allocated for new Board members. Although a matrix for assessing funding requests had been developed after HMATA was formed, during COVID that approach was abandoned for a less onerous process in order to keep funds flowing into the community while the strategic plan was developed. He recommends that funding be paused after this meeting until HMATA's future is clear. Kelly noted that there is about \$1M in the bank now, plus what is forecasted for 2023 (estimated at \$950,000).

Jesse added that there has been discussion about whether heads in beds is the correct measurement, or only measurement, for determining funding.

Jesse also expressed concern that HMATA funds are being used to pay Town fees when the Town also retains MAT dollars.

Lauren MacDermid noted that the agreement between the Town and HMATA doesn't allow for funding by both entities.

Kelly Haywood noted that historically, those fees have been waived via an in-kind donation by the Town.

Bob Stone noted that hard costs for the Town should be covered by MAT funds but the Town shouldn't be making a profit.

Scott Morrison reminded the Board that there has to be a budget allocation if a Town facility is used. He added that future collaborations between the Town and HMATA would be ideal.

Jesse reiterated that the process is forcing HMATA to look as though it is not collaborating if it doesn't agree to fund fees for Town facilities.

- a. CAMA, 2023 conference

Jesse Hamilton removed himself from the funding discussion but remained in the room.

**Discussion:**

Rachel Hunt asked if CAMA didn't receive this funding for this event, if the local vendors



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wouldn't be used.

Scott Morrison said that based on a discussion with the Town's CAO, it likely wouldn't change the conference if they didn't receive these funds.

Further discussion noted that the conference is bringing substantial room nights to Huntsville.

**Motion:** *To provide \$11,900 to CAMA for the 2023 conference at Deerhurst Resort.*

Moved by: Jeff Suddaby

Seconded by: Chirag Patel

**CARRIED**

b. Huntsville Festival of the Arts, 2023 season

**Discussion:**

Jeff Suddaby noted that to approve \$40,000, he would like to include a requirement that there will be more larger shows because there's significant spillover benefit to other businesses from those.

Scott Morrison said that it costs significant money to bring larger acts in, but that any money provided to HfA would be spent well within the community. He'd rather see them be approved for less and come back if there are more shows added, than try to control the outcome of the funding.

Jesse Hamilton asked that HfA clarify their budget increases for 2023 to support the increased ask from HMATA. (They received \$30,000 in 2022.)

**Motion:** *To provide \$40,000 to HfA toward their 2023 costs.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**TABLED to the next meeting pending further details**

c. Trisport, 2023 Ironman 70.3 Muskoka

**Discussion:**

Chirag Patel noted that this event is one of the best weekends of the year for hotels, as well as other businesses.

Jeff Suddaby questioned the increased ask to cover a portion of the Town rental costs. He'd prefer to see that portion paid by the Town's percentage of MAT fees.

Jesse Hamilton agreed that discussion regarding collaboration needs to happen with the Town, and added that initially the spirit of that part of the agreement (that events/projects cannot be funded by both HMATA and the Town) was to ensure that if funding is declined by HMATA the Town wouldn't then be approached for the same funds.

Jeff clarified that the Town should be paid for the facility use, only that it should come from



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their own MAT fund.

Lauren MacDermid added that if fees are waived by the Town, any associated costs (staffing etc.) would be shouldered by taxpayers and aren't in the approved budget. Applicants need to consider how they will pay those costs as part of their event budget rather than asking for it for free.

Scott Morrison noted that Town Council is not nimble, and he wouldn't want a funding decision to be delayed for months while HMATA and Council/Town staff discuss the matter. He agreed that a discussion about collaboration is needed regardless.

Jesse reiterated that HMATA would never send someone to the Town to request funding just for general costs, it would only be for Town-related costs.

Rachel Hunt reminded the Board that Trisport is a for-profit business, but an increased ask of \$5,000 over 2022 isn't much given the rising cost of everything.

Lauren reminded that the Council process could take up to three months if someone is seeking funding from the Town.

Scott suggested that the discussion with Town Council/staff include a potential pool of Town MAT funds in the annual municipal budget that could be drawn from for Town-related fees (i.e. facility rentals) only.

**Motion:** *To provide \$30,000 to Trisport Events for the 2023 Ironman 70.3 Muskoka.*

Moved by: Jesse Hamilton

Seconded by: Chirag Patel

**CARRIED**

d. YMCA Simcoe Muskoka, 2023 Job Fair

**Discussion:**

Kelly Haywood reiterated the increased ask of \$3,500 (\$2,500 was requested in the initial application)

**Motion:** *To provide \$3,500 to YMCA Simcoe Muskoka for their upcoming job fair.*

Moved by: Steve Carr

Seconded by: Rachel Hunt

**CARRIED**

e. TriMuskoka, MSCLE project

**Discussion:**

Kelly Haywood will ask for a more detailed breakdown of the MSCLE budget.

Scott Morrison noted that a project like this would have to fit with the mandates of the

Community Services and Waterfront Master Plan and the Active Transportation Committee.



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Jesse Hamilton noted that regardless of the outcome of discussions with the Town, the project wouldn't receive a promissory commitment from HMATA in 2023 because approvals aren't far enough along.

Scott requested that they provide the costs associated with installing equipment at each of their proposed locations.

Chirag Patel suggested that a funding decision wait until after phase 1 of the project is installed at the Don Lough walking track to see how well it is used by the community.

### 6. New business

#### a. 2023 HMATA budget

Kelly Haywood reviewed the proposed 2023 budget.

**Discussion:**

Charitable contribution line of \$10,000 to be removed.

Chirag Patel noted that funds in the bank should be put into some kind of investment. Kelly to return with a report.

\$1,761,800 surplus as of meeting date, pending 2022 Q4 funds from the Town.

Jeff Suddaby suggested that the budget include a reserve, and noted that he'd like to see the funding structure return to the original structure determined by the Board.

Kelly clarified that structure was: 50 per cent partnerships (including Chamber, BIA, etc.) /40 per cent for community collaboration/10 per cent for municipal-HMATA collaborations.

Jeff added that attractions is a line the Board would like to explore, marketing (including partnerships with tourism groups like Muskoka Tourism) and community partnerships as the Board has been funding, but with room for flexibility as needed.

Kelly suggested that business or marketing plan would be the next step, including discussions about attractions like Eclipse, as well as what the Board will fund in future.

Jesse suggested that the Board wait until the Town's report in response to the HMATA Strategic Plan returns to Council, likely at the end of March, before having further discussions on funding.

**Motion:** *To accept the budget as presented less the \$10,000 charitable contribution line.*

Moved by: Jeff Suddaby

Seconded by: Steve Carr

**CARRIED**

#### b. Potential future attractions to be funded by HMATA

- Discussion postponed indefinitely



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- c. HMATA funding allocation – three potential streams
  - Discussion postponed indefinitely

### 7. Staff update

- a. Spring voucher campaign
  - Kelly Haywood and Torin Suddaby reviewed details for a potential spring voucher campaign, with registration between April 10-30 for a minimum two-night stay between May 1 to June 30, 2023.

**Discussion:**

The previous campaign included a \$75 voucher for local participating businesses and a \$50 PetroCanada gas card. Staff suggested that this year the split be \$75 for a food/retail voucher and \$50 for an activity voucher. The Board elected to maintain the same format as 2022.

**Motion:** *To allocate a maximum of \$72,500 toward a spring voucher campaign for up to 500 packages.*

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

- b. Eclipse update and future discussion
  - Tabled until next meeting

### 8. Correspondence

- Report re: Peter Haynes, Muskoka Hornets Baseball Association
  - Tabled until next meeting

### 9. Adjournment & Next Meeting

- **Next meeting**
  - The next meeting will be held virtually (via ZOOM) on Friday, February 24, 2023 at 11:00 a.m.
- **Adjournment**
  - The meeting adjourned at 6:21 p.m.
  - Moved by:** Steve Carr
  - Seconded by:** Jeff Suddaby
  - CARRIED**