

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Wednesday March 2nd, 2022 at 3:00pm

Present: Jesse Hamilton, Scott Doughty, Nate Smith, Karin Terziano, Steve Carr, Chirag Patel, Jeff Suddaby
Regrets: N/A
Staff: Kelly Haywood, Torin Suddaby, Barbara Bloomfield, Rhonda Christenson, Kirsten Maxwell, Laruen MacDermid
Guests: Morgan Richter, Dan Watson

1. Welcome & Acceptance of Agenda

Motion to begin the meeting 3:05pm

Be it resolved to accept the agenda as presented

Moved by: Jeff Suddaby

Seconded by: Nate Smith

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. Minute Acceptance

Motion to accept the minutes from the February 14th, 2022 meeting

Be it resolved to accept the minutes from the February 14th, 2022 meeting

Moved by: Jeff Suddaby

Seconded by: Steve Carr

CARRIED

4. Delegation: Dan Watson, Festival of the Arts

See attached presentation – Huntsville Festival of the Arts is celebrating their 30th Anniversary.

Asking for \$30K to support programing, 50 events scheduled between June of 2022 and April 2023.

Discussion:

- Was this the appropriate meeting to be discussing proposals? It was decided that the request from Dan came in prior to last meeting.
- Understanding that the preparation that needs to be done in planning a season full of concerts and events to enhance customer/visitor experience. We need to get back on track with entertainment – another sector hit hard during the pandemic.
- Most F&B and Retail see trickle down effect from guests in town for shows.

Be it resolved to support the Huntsville Festival of the Arts with \$30K for their proposed programing.

Moved by: Jeff Suddaby

Seconded by: Steve Carr

CARRIED

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5. Staff Business:

- **Staff Update (Kelly Haywood)**
 - **Spring Campaigns – see attachment**
 - Voucher Campaign
 - Explorer’s Edge not interested in doing a voucher campaign
 - The Chamber can handle this, utilizing RTO expertise or channels.
 - \$60K for 400 packages, (\$35,500 from HMATA) in the past
 - The Chamber will come back with a more formal plan in next meeting
 - Maple Festival
 - \$15K for enhancements to Maple Festival
 - Turn it into a two-day event with scheduled producer tours on the Sunday.
 - Add more entertainment on Festival-day as well as at producers on the Sunday.
 - Move towards possibly having a headlining concert on the Saturday evening.
 - Contesting
 - Four weekends, with activities to promote – wellness, gardening etc.
 - Themed give-a-ways

Be it resolved to support the Spring Campaign with \$15K for Maple Festival.

Moved by: Jesse Hamilton

Seconded by: Jeff Suddaby

CARRIED

- **Eclipse Walk with Light**
 - Last weekend will be April 1st and 2nd.
 - Planning a closing weekend celebration
 - Friday evening - Busker Festival
 - Saturday evening – Tobin Spring Harvest Moon Concert
 - Great to see Board members there
 - Developing formal plan for next year, waiting to hear on Celebrate grant, and will be back with presentation.
- RFP Update
 - Meeting with Floor 13 – March 23rd, 11am to 1pm

6. New Business

- **Town of Huntsville Community Branding**
 - Wayfinding strategy and community logo
 - RFP has gone out and Town staff reviewing submissions.
 - May closing date for this project.
 - This Board would like to be consulted once RFP has been agreed upon.

7. Adjournment

Be it resolved to adjourn meeting at 4:28pm

Moved by: Jeff Suddaby

Next Meeting: Wednesday March 23, 2022 – 11am