

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on **June 10, 2021 @ 3:00 pm**

Present: Jesse Hamilton, Scott Doughty, Karin Terziano, Jerry Feltis (proxy), Steve Carr (proxy), Nate Smith, Chirag Patel
Regrets: Jeff Suddaby, Matthew Phillips
Staff: Kelly Haywood, Torin Suddaby, Barbara Bloomfield, Morgan Richter, Scott Ovell

1. Welcome

Motion to begin the meeting

Be it resolved to accept the agenda as presented

Moved by: Chirag Patel

Seconded by: Karin Terziano

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. Minute Acceptance

Motion to accept the minutes from the April 16th, 2021 meeting

Be it resolved to accept the minutes from the April 16th, 2021 meeting

Moved by: Nate Smith

Seconded by: Scott Doughty

4. Discussions:

- Transfer Payment Agreement
 - Since the last meeting Jesse Hamilton and Karin Terziano had a discussion to address any confusion at previous meeting between what was said and what was meant by what was said. Good discussion and able to move forward.
 - There is a year left on the current TPA and with COVID affecting more than a year and half of the current term this Board has not been able to accomplish what it set out to do. Discussions should move forward, at the Board level on any changes or tweaks to be made to the current TPA and bring forward so that Scott Ovell can prepare a new agreement.
 - Karin Terziano suggested a new, two year (2021-2023) TPA be proposed to the current Council so that when the election takes place in 2022, a new council will have a bit of experience under their belts prior to another negotiation.
 - Scott Doughty asked Karin Terziano if she could elaborate on what she would like to see tweaked, from a Council point of view. Karin was clear she was not speaking for the Council. Karin brought up the STR program and how it is administratively costly to the staff. If this Board were to leave the funds collected from the STR program with the town not only would this Board not

have to bring on a representative for STR's but it would go a long way in the continuation of the 70/30 split on the hotel/motel/resort collection part of the agreement.

- HMATA Board to have delegation to Huntsville Town Council on June 28th as an update on what the Board has accomplished to date and not as a presentation of new TPA.
- This Board to direct Kelly Haywood to prepare an RFP for a consultant to work with this Board through the process of creating a Tourism Plan.
- Important Dates to Remember:
 - Board members to review current TPA and bring suggested changes/enhancements/tweaks to next meeting (June 24th)
 - July 1st – this Board to finalize proposed TPA to send to Scott Ovell, allowing Board members to concentrate on continued opening of business.
 - August – Scott Ovell to refine TPA for presentation to Council
 - September – delegation to Council, new TPA agreement
 - October or November – implementation of new TPA
- RTO Spring Partnership
 - RTO Board met yesterday (June 9th) and since we are well past spring time, the campaign that we had entered into to promote travel to our area in the spring has been given a place holder for the Fall/Winter 2021.
 - RTO will be launching the following programs
 - Hybrid local (Cottage Country Spirit) program July through September
 - Transactional/Multi Night Stay (Fuel and Fun) for the winter
 - Huntsville specific program, Kelly Haywood will work with RTO to identify dates when no other coupon program is running.

5. New Business

- **Kelly** – the RTO Tourism Summit is June 24th, virtually. Barb will forward information to all for anyone that wants to register and take part.

6. Adjournment

Be it resolved to adjourn meeting at 4:00 pm

Moved by: Chirag Patel

Seconded by: Karin Terziano

Next Meeting: June 24, 2021 at 3:00pm – via ZOOM