

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Wednesday September 29th, 2021 @ 3:30pm

Present: Jesse Hamilton, Scott Doughty, Nate Smith, Karin Terziano, Steve Carr, Chirag Patel, Jeff Suddaby

Regrets:

Staff: Kelly Haywood, Torin Suddaby, Barbara Bloomfield, Scott Ovell

1. Welcome & Acceptance of Agenda

Motion to begin the meeting at 3:33pm

Be it resolved to accept the agenda as presented

Moved by: Jeff Suddaby

Seconded by: Scott Doughty

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. Presentation Follow-up – BIA Chair Rachel Hunt

Rachel wanted to update the group with the following information:

- 10 vendors already committed
- Possibility of closing Main Street, being shoulder season
- 9am-4pm Sat/Sun
- Lighting similar to other more well-known markets (distillery district).

Discussion:

Jeff – is there an option to keep market open in the evening? Look/feel of market won't be the same, if lighting cannot be seen.

Rachel – we would be happy to look at alternate hours to keep the feel of the market.

Karin – will the BIA be back again next year for partnership monies or are you looking to have this event sustain itself?

Rachel – long term is to have the event sustain itself. With this being first year, we did not want to charge too much for vendors.

Kelly – Might work with evening hours of Market to compliment the Lighting Initiative schedule.

Jesse – just to be clear-are you looking for an additional \$20K or looking to advance next years allocation to this year?

Rachel – an additional \$20K if possible.

Jesse – have you approached accommodators to see if they would advertise this event in getting room nights?

Rachel – not as of yet. We would be happy to include hotel information in our marketing efforts.

Scott – what region are you marketing to? 905/416/289 is our target market, can we share your information?

Rachel – we would be grateful to have our information shared through all your channels.

Karin – where are the fireworks being planned for?

Rachel – Rivermill Park is our target destination; however, we have not finalized this yet.

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Motion:

Be it resolved that the HMATA Board approves the \$20K ask to the BIA for their 1st Annual Holiday Market, to be held November 27th and 28th, 2021.

Motion by: Steve Carr

Seconded by: Nate Smith

CARRIED - noting Jeff Suddaby's concerns with not having evening market open.

4. Minute Acceptance

Motion to accept the minutes from the July 29th meeting

Be it resolved to accept the minutes from the July 29th meeting

Moved by: Jeff Suddaby

Seconded by: Karin Terziano

CARRIED

Motion to accept the minutes from the September 9th meeting

Be it resolved to accept the minutes from the September 9th meeting

Moved by: Jeff Suddaby

Seconded by: Karin Terziano

CARRIED

5. Staff Updates:

TPA Update (Scott Ovell)

- New 2-year deal commencing November 1, 2021
- 100% of STR to the Town of Huntsville with either a portion or percentage off the top directed to affordable or attainable housing.
- If total revenues exceed the 50% allowable the overage would be directed to the HMATA Board.
- Clause regarding 12-month time frame for Marketing strategy development.
- Wording to be reviewed to include clause outlining if an organization has been approved funding from HMATA they cannot approach the Town for more funding. Most liking a change in the Town's deputation policy.
- The Town will continue to fund the HLOB Chamber of Commerce the \$32K/year for Tourism Services
- \$50K/year to come off the top of the Tax collection to be directed to the HLOB Chamber of Commerce for Marketing

Sweater Weather (Torin Suddaby)

- As of Monday, we are 417 registrations.
- Both the RTO and Chamber put more into advertising this since last update
- 50K reach
- 75 post engagements

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Staff Update (Kelly Haywood)

- Eclipse is coming together
- Council approved the installation at Kent Park
- Lion's Lookout field for rink also approved
- Cann Lake will be looked after by Rotary.
- Ticket proposal (see attached)
 - Jesse feels that the hotels should be able to package free tickets with rooms
 - Would HMATA cover any shortfall in the \$46,837.50 in order to meet budget needs for grant? The Board agreed it would.
 - Karin – was there a family rate? – Previously this board agreed to 12 years and older a \$5/person fee would be charged.
 - Jeff – this Board was prepared to support this event year over year and cover any hiccups that come along.

Motion:

Be it resolved that with an entrance fee of \$5/adult with complementary tickets to hoteliers to package, the HMATA Board will agree to cover any shortfall in the budget up to \$47K with regards to ticket revenue.

Motioned by: Steve Carr

Seconded by: Jeff Suddaby

CARRIED

6. Partnership Agreements:

Financial Update:

- Review of Cashflow
- Review of Budget

Muskoka Hornets:

- Confirmed 8 teams for tournament this weekend, 7 being from out of town.
- Asking for \$5K for marketing
 - Based on budget they provided to Torin Suddaby, they would be padding their bank account with approximately \$3200 at end of tournament.

Motion:

Be it resolved that the HMATA board would approve \$2500 for the weekend tournament on October 1-3, 2021.

Motioned by: Karin Terziano

Seconded by: Chirag Patel

Carried

7. Ironman Event

Karin: Council is not in support of renewing the agreement at current proposal. Council does not want July dates nor full road closure.

Jesse: This Board would not support the \$25K/year for three years if the event was being held in July nor August. Does not make sense to bring this type of event during busy season.

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8. New Business

BIA Market – the propane heaters would become the property of the HMATA board and could be used for other community user groups and events. As the Administrator of this Board, the HLOB Chamber would store them and manage their use.

Jesse – the sale of Deerhurst Resort, among other assets looks like October 31st 2021 is a realistic target date and will keep the Board posted.

9. Adjournment

Be it resolved to adjourn meeting at 5:14pm

Moved by: Chirag Patel

Seconded by: Nate Smith

Next Meeting: Friday October 29th, 2021 at 10am via ZOOM