



MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom
July 20, 2023, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Chirag Patel, Marisa Kapourelakos, Rachel Hunt, Bob Stone
Regrets: Andrew Buwalda
Staff: Dawn Huddlestone, Kelly Haywood, Rhonda Christenson; Barb Bloomfield, Halley Clover (Zoom)
Guests: Lauren MacDermid, Town of Huntsville; Ellen Selby, BIA (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:31 p.m. The Chair made a verbal addition to the agenda: 6.e. Town response to HMATA letter re: ED recruitment.

Motion: *To accept the agenda as presented.*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED

2. Declaration of conflict of interest – none

3. Approval of meeting minutes

Motion: *To accept the minutes from the July 4, 2023 meeting as presented.*

Moved by: Steve Carr

Seconded by: Chirag Patel

CARRIED

4. BIA representative/alternate

Rachel Hunt reported that she will be the BIA rep going forward, with Will Lougheed (Wooden Penny) acting as alternate.

5. Presentations

a. Fall voucher campaign/RTO12 campaign

Staff noted that voucher campaigns are an excellent marketing opportunity that help to put Huntsville on the map, that also has tangible benefits for accommodators and businesses. Spring campaigns have less uptake than those in the fall. RTO12 has indicated that they may do a fall voucher campaign as well, likely a reprisal of their Fuel & Fun campaign targeted at the GTA market, and are currently surveying stakeholders to determine buy-in. They are concerned about having two campaigns in the marketplace at the same time. If they choose to do a fall campaign, HMATA could follow that with a winter campaign.



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Discussion included: Fall preferred because it's more attractive for visitors, but winter possible if RTO12 chooses to do one in the fall. Could also consider combining the campaigns, but RTO12 is region-wide rather than just Huntsville. It would be advantageous to have either a partnership or two campaigns. Better to attract people when there are fewer visitors, rather than already busy seasons (i.e. peak fall colours). RTO12 campaigns don't generally include all businesses (e.g. pharmacies). Last year's Sweater Weather campaign was successful; combining it with RTO's campaign may be beneficial. Potential to promote pre-holiday festivities at the same time (Downtown Holiday Market, Santa Claus Parade). Staff to provide feedback to RTO12.

6. Previous business

- a. Audited financials (Pahapill)
These have not yet been provided by Pahapill. Staff to follow up – they will be required for the AGM on July 25.
- b. Budget
Motion: *To accept the 2023/24 budget as presented.*
Moved by: Steve Carr
Seconded by: Chirag Patel
CARRIED
- c. TPA response from the Town/letter from HMATA
Motion: *To accept the draft letter to the Town as presented and direct staff to forward to the CAO.*
Moved by: Steve Carr
Seconded by: Scott Morrison
Discussion included: May receive pushback on request for admin position to be a HMATA employee, rather than Town, but acknowledge HMATA would have no control over salary for this position. Board may need to compromise. Council will not meet in August, so the TPA will not be presented until September, but discussions will continue with Town staff.
CARRIED
- d. HLOBCC request for funding: Group of Seven
Motion: *To provide \$25,000 to the Huntsville/Lake of Bays Chamber of Commerce for the*



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purpose of repairing or replacing Group of Seven murals in the downtown core.

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

Discussion included: Needs to be recognized as a significant attraction in Huntsville. Those needing the most repair are downtown because they are oldest. Popular attraction – many visitors ask about it, both at the Chamber and the BIA, so already has strong presence – it could and should be one of the area’s #1 attractions. Founder (Gerry Lantaigne) has stepped away, the BIA has fostered the project downtown since but the whole project needs a lead to ensure upkeep continues. Will need annual investment, and could be grown to incorporate other artworks and initiatives, like statues, tours, etc. HMATA could be the steward/overall ‘owner’ for the project, recognizing that building owners own the murals on their buildings. There may be provincial government funding or marketing coming (see Bill 78, Group of Seven Day Act, 2023 - <https://www.ola.org/en/legislative-business/bills/parliament-43/session-1/bill-78>). Could look for other funding sources, including grants and sponsorship of individual paintings. HMATA’s new ED should develop a proposal with a three-year plan. Via Mural Routes, staff have learned how to ensure murals are more durable. Solid marketing for this attraction already exists – needs to continue. Question: how are they insured? (Downtown murals would fall under BIA coverage; others under individual business owners’ policies.) In future, could consider individual requests for repair/replacement from business owners with murals and HMATA could consider matching funds for that purpose.

BIA has approved \$10,000 to contribute to repairs/replacement downtown. Combined with this \$25,000, the current funds will be enough to repair or replace the murals in the worst condition. Note: the budget has rolled asks like this into the annual partnerships (i.e. BIA’s funding includes \$15,000 for murals).

Note: This \$25,000 would effectively increase the Chamber’s annual partnership amount, as approved in the budget, to \$85,000 and would need to be accounted for as a budget deviation with \$15,000 taken from the BIA and \$10,000 from new sponsorships. >> Confirming with Rhonda

Motion: *To approve a budget deviation to take \$15,000 from the BIA allotment and \$10,000 from new sponsorships to put toward the Chamber’s request for the repair or replacement of downtown Group of Seven murals.*

- e. Town response to HMATA letter re: ED recruitment

Discussion included: Town offered the assistance of its HR department for the interview and selection process. As they aren’t completing the entire hiring process, interviews to be



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completed by HMATA hiring committee (Jeff, Marisa, Scott) and Town to provide support with marketing the position.

7. Staff updates

- a. Eclipse installation: uptown or downtown
Staff continue to work with the Town and BIA. A report will be brought forward at the Sept. 12 Board meeting.
- b. Campfire Sessions update
Well received by visitors. Staff have made adjustments as needed due to fire ban and inclement weather. Request to use municipal property for August sessions will go before Council on July 24.

8. New business

- a. GIC for payroll reserve
Motion: To direct staff to deposit \$150,000 into a two-year GIC as a payroll reserve.
Moved by: Chirag Patel
Seconded by: Scott Morrison
Discussion included: Amount will come from operating funds. Currently best rates available are with the high-interest savings account, so may be better to leave funds there for the next four months and then move it to a GIC.
MOTION TABLED

9. Closed session

The Chair asked to enter closed session with voting members of the Board only to further discuss details regarding recruitment of an Executive Director.

Motion: *To enter closed session.*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED

10. Business arising from closed session

None



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11. Next meetings and adjournment

- **Next meetings**

AGM – Tuesday, July 25, 2:30 p.m., Holiday Inn Express & Suites, 100 Howland Drive

Board meeting – Tuesday, August 8 at 2:30 p.m., virtual (Zoom) – election of officers only

Board meeting – Tuesday, September 12 at 2:30 p.m., 3 Guys and a Stove

- **Adjournment**

Motion: *To adjourn the meeting at 4:30 p.m.*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED