

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Thursday June 24th, 2021 @ 3:00pm

Present: Jesse Hamilton, Matthew Phillips, Scott Doughty, Chirag Patel, Nate Smith, Karin Terziano, Steve Carr

Regrets: Jeff Suddaby

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

1. Welcome & Acceptance of Agenda

Motion to begin the meeting at 3:04pm

Be it resolved to accept the agenda as presented

Moved by: Steve Carr

Seconded by: Karin Terziano

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. New Business:

Before heading into the business part of the meeting Jesse Hamilton wanted to take a few minutes to acknowledge Matthew Phillips. Matthew submitted his resignation a few days ago. Due to his business connection with the Huntsville Holiday Inn Express and Suites was coming to an end, he would have to resign from HLOBARA and therefore this Board. Jesse thanked Matthew for all his contributions to this community and wishes him all the best on behalf of this Board.

Matthew will still be residing in Huntsville and will a supporter of this Board and all it's endeavours. Matthew hopes to be a part of this Board again if the possibility presents itself.

Steve Carr was appointed from the HLOBARA Board to be Matthew's replacement. Welcome Steve.

4. Discussion:

4.1. Transfer Payment Agreement

Discuss the content of the existing agreement, any changes to be made so Scott Ovell can create draft of new one.

Karin – no comments from this Board perspective, more prudent in her role on Town side.

Nate – all looks straight forward from BIA side

Steve – comfortable with how it looks

Chirag – all good

Scott D – put together well, quite comfortable with it

Jesse – would like to talk about the Short-Term Rental (STR) portion

100% of funds to be collected and stay with the Town

(a) Discuss allocation towards affordable housing, and how that looks

(b) Town's 30% plus 100% of STR if more than 50% of total monies collected, how will this be addressed? Excess money comes back to HMATA or another entity or organization.

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Karin – (a) there are a few councillors that feel strongly about contributing to affordable housing. Whether it be a lump sum or percentage of monies collected, yet to be decided – should be a guaranteed amount. Perhaps taking the amount directly off the top and suggesting it comes from both HMATA Board and Town – making donation to affordable housing.

(b) Too far down the road, can't offer answer at this point.

Scott O - doesn't matter whether lump sum or percentage, although a percentage allows for the contribution to grow with the collected funds. The Town is required to show how money is spent regardless.

Karen – from a political point of view, the last thing the Town would want is to enter into a TPA with another organization.

Jesse – asked Karin to clarify comment about funds coming “off the top”

Karin – all funds collected from STR goes to Town, reference in TPA that first 20% (for example) goes to affordable housing so that both groups (HMATA and Town) have recognition.

Scott D – Who handles affordable housing on the Town's side?

Karin – Affordable housing is already a budgeted item, going into a reserve. Only talking about growing the reserve without having to increase taxes.

Kelly – Asked Scott O to confirm the province mandated that 50% of money collect must go to another agency (not municipally kept). – confirmed.

Karin – The Town is pushing to get all STR inline and registered.

Jesse – What about the handful of accommodators that were exempt under the last TPA? Is now the opportunity to get them on board?

Scott O – That is written in the by-law, can be changed, however most likely something Town Council would want requested in writing from this Board.

4.2 RFP Draft (see attached)

Karin – should not be in partnership with – Town, Chamber, BIA – she doesn't think this Board wants the Town involved in this process. This should be a corporate (HMATA) project. Who does the client report to?

Nate – anyone reading this sees HMATA first

Jesse – we can take the partnership out

Action – remove partnership listing on first page

Jesse – what is the goal of the RFP – to create a HMATA Board strategy or community tourism plan? The strategy for HMATA needs to be defined and am happy to go in that direction.

Kelly – If moving in that direction, it is not a Master Plan, but a Strategic Plan for HMATA Board.

Matthew – Wouldn't the Town want to be part of a Master Plan? Stronger with all the parties buying in and being part of it.

Jesse – it would be the work of the consultant to talk with the partners, get their feedback. Narrow the focus to strategy of what this Board is about is what we need.

Scott O – consultant comes in to define roles for HMATA and partners

Scott D – HMATA Board decides all this? If Town council doesn't like the result, would all this be for not?

Karin – Referencing current TPA, it refers to strategy for HMATA – and as long as it aligns with the Town strategic plan there shouldn't be any issues.

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Jesse – Pinpoint what HMATA wants to accomplish, it will organically include partners. It needs to focus more on HMATA objectives. Can we go back to the drawing board with this RFP and focus more on strategy for this Board?

Karin – Can we share the information we have from Pollara Inc. with the successful bidder?

Torin – We will work on this right away with new timelines.

Scott O – Keep in mind budget implementations – 5-year Strat plan with 3-year implementations.

5. New Business

Scott D – All the best to Matthew – great asset to this Board and will be missed.

6. Adjournment

Be it resolved to adjourn meeting at 4:23pm

Moved by: Matthew Phillips

Seconded by: Chirag Patel

Next Meeting: Thursday July 22nd, 2021 – 3:00pm via ZOOM