

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Virtual Meeting held on **Wednesday July 29, 2020 @ 8:30 am**

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**Present:** Jesse Hamilton, Karin Terziano, Christine Kropp, Matthew Phillips, Scott Doughty, Kaushal Gandhi, Jeff Suddaby  
**Staff:** Kelly Haywood, Torin Suddaby, Morgan Richter, Scott Ovell  
**Guests:** None

### 1. Welcome

Approve Agenda as presented

**Be it resolved that the agenda be accepted as presented**

**Moved by:** Scott Doughty

**Seconded by:** Christine Kropp

**CARRIED**

### 2. Declaration of Conflict of Interest

No conflicts were brought forward.

### 3. Discussion of Fall Into Huntsville Campaign (formerly Save Now Stay Later)

Torin Suddaby explained that the campaign name has been rebranded to Fall Into Huntsville. He proposed that the timeframe for booking would be September 1-30 for 2 night stays occurring November 1 – December 15. Jesse Hamilton was concerned that the booking dates may overlap with RTO-12's proposed fall Fuel & Fun program. Jeff Suddaby reported that RTO-12's launch dates are not confirmed, but they are hoping to run the program at the end of August or early September. After discussion it was decided that Fall Into Huntsville will launch August 15.

Torin walked the group through the proposed Terms and Conditions for the campaign including a potential Remittance Form for reimbursements at the program's close. It was agreed that the remittance should be as simplified as possible, with a cover sheet and final customer bills attached.

Next Steps: Potential Accommodation Partners will be contacted and the Marketing Plan will be outlined. A HLOBARA meeting will be held the following week to brief partners on the program.

### 4. AirBnB/Short Term Rental Update

Karin Terziano reported that over 100 applications have been made out of an approximate 300 potential rental properties, with approximately 30 currently licensed. Scott Ovell reported that there have been a few issues surrounding permits and uses of properties. ORHMA will be updating their collection to include short term rentals. All short-term rentals are now required to be licensed or to have submitted a licensing application to be operational and by-law officers are informing rental owners of this fact.

## 5. Discussion of RTO-12 Cottage Country Spirit Campaign

Kelly Haywood provided a short update with program details, noting that the HLOB Chamber has worked with RTO-12 to sign up local businesses and that the campaign has already sold out of vouchers. She reported that RTO-12 is working with the Chamber in a partnership that will see Chamber produced content focussed on Huntsville and Lake of Bays being sponsored and pushed out with RTO-12 funds. Jesse Hamilton asked if there will be a report sent that will indicate where the recipients of these vouchers are located within the region and Jeff Suddaby replied that a report will be forthcoming, likely in the fall.

## 6. New Business

Karin Terziano updated the group that Huntsville Council has approved the downtown Streetscape construction project to go ahead in summer 2021. She asked if the Board might put forward any ideas they have of ways to help Downtown businesses mitigate the hardship that this project will cause. Jesse asked if Karin could do a presentation to the Board explaining the details of the project so everyone understands what is involved and can make some educated suggestions. He also suggested that maybe a representative from the Board could be a part of the Town's brainstorming sessions to assist and report back to the Board.

Morgan Richter presented the Board with the Huntsville BIA's revised plan for the HMATA Board's financial contribution to the BIA. The BIA is proposing to spend \$5,000 on a 2021 Streetscape Marketing Initiative, \$6,000 on a December in Downtown Huntsville campaign, \$5,000 in a 2020 Downtown Business Support program and \$4,000 for the 2020/2021 River Mill Park Skating Rink.

**Be it resolved that the changes to the BIA plan for the \$20,000 allotted to them by the HMATA Board be approved.**

**Moved by:** Jeff Suddaby

**Seconded by:** Matthew Phillips

**CARRIED**

## 7. Adjournment

**Be it resolved to adjourn meeting at 9:45 am**

**Moved by:** Christine Kropp

**Seconded by:** Scott Doughty

Next meeting date to be held virtually on Wednesday August 19 at 2:00 pm.