

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Wednesday March 23rd, 2022 @ 11:00am

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

Regrets: Steve Carr

Staff: Kelly Haywood, Torin Suddaby, Barbara Bloomfield, Rhonda Christianson

Guests: Janet O'Connell, Morgan Lonsdale, Lauren McDermid, Val Hamilton

1. Welcome & Acceptance of Agenda

Motion to begin the meeting at 11:04am

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. Jesse did indicate that Val Hamilton, from Muskoka Tourism is his wife and would be presenting on behalf of Muskoka Tourism.

3. Delegation: Val Hamilton, Muskoka Tourism

Muskoka Tourism had brought CHCH Morning show to Muskoka filming on March 22nd, to promote the Muskoka Trail/Festival. Highlighting Sugarbush Hill Maple Farm, Canvas Brewery and 3 Guys and a Stove.

Muskoka Tourism is working on a partnership with Destination Ontario. Two campaigns:

- Fall
 - Will be focussed on entire Muskoka region
 - 20% of the content will focus on Huntsville
 - MTMA will collaborate with HMATA on content
 - 100% of the partnership investment (\$20K will be made by MTMA)
 - No investment required by HMATA
- Winter
 - MTMA has secured the same program for the winter in hopes that HMATA will choose to participate
 - MTMA to facilitate between HMATA and DO at no cost to HMATA
 - 100% of this marketing program will be focussed on Huntsville operators and experiences
 - To participate HMATA would need to invest \$20k, which would unlock an additional \$30k investment from Destination Ontario
 - 100% of this joint investment (\$50k) will go directly towards advertising

See attached presentation.

Discussion:

- Great presentation
- Could emphasis be on mid-week vs weekend?
- Like the idea of focus on outdoor experiences
- HMATA have say in experiences focused on

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MOTION: Be it resolved that the HMATA Board support the winter spotlight program in partnership with Muskoka Tourism as presented for a \$20K contribution.

Moved by: Jeff Suddaby

Seconded by: Nate Smith

CARRIED

4. Minute Acceptance

Motion to accept the minutes from the March 2nd, 2022 meeting

Be it resolved to accept the minutes from the March 2nd, 2022 meeting

Moved by: Jeff Suddaby

Seconded by: Nate Smith

CARRIED

5. Floor13 Presentation

John Duin, Patrick Kelly and Grant MacDonald – Floor13

Looking to get initial introduction to HMATA.

Discussion Points:

- Main goal is “Heads in Beds”, through product development, partnerships with other organizations
- Marketing – how do we redirect people from main competitors – Niagara area and GTA.
- Advocacy is already handled by other organizations – too far from our mandate.
- Focus on overnight stays – more tax collected more funds available
- Strengthen year-round business with stays in shoulder season.
- Not “owners” of events, develop ideas and pass on to others to operate
- Vision and Mission statements need to be revisited
- Events, no matter where they are within Huntsville area, benefit all around
- Be careful with no “heads in beds” partnerships
- Will provide data from recent survey to Floor13
- HMATA collaborates well with Municipality, HLOB Chamber of Commerce, Downtown BIA, Huntsville Festival of the Arts, etc.
- Work on communication to locals with regards to tourism
- Disadvantage our locational distance from GTA
- Funds collected should be use to market Huntsville directly
- Seasonal community challenges
- November/April biggest challenges – can’t always find a solution for those two months

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6. New Business

Spring Voucher Campaign

- **Rationale / Scope:** The Huntsville/Lake of Bays Chamber of Commerce will administer a Huntsville Municipal Accommodation Tax Association voucher program involving two main components:
 1. A voucher marketing campaign
 2. A content marketing program to ensure reach and package purchase
- **Goals and Objectives:** The program objective is to:
 1. Increase overnight stays in the Huntsville area
 2. Disperse traveler to tourism SMEs
 - Two nights' accommodation – two \$25 vouchers and one \$50 dollar gas card
 - A total of 500 packages
 - Bookings between April 4 & April 18, 2022, for stays between April 19 & June 19, 2022
- **Payment** - The Huntsville Municipal Accommodating Tax Association (HMAT) will contribute \$60,000.00 (100%) to this campaign.

*Estimate based on all 500 packages being accounted for
- **How to Get Involved in Spring into Huntsville**

How do you get involved in Spring into Huntsville? Well, just book a minimum 2-nights stay at a participating accommodation during the April 4, 2022 to April 18, 2022 booking window for a stay between April 19, 2022 and June 19, 2022 and you can register for one of 500 packages.

The Spring into Huntsville packages are each \$100 in value and consist of a \$50 gas card and \$50 in cash vouchers to redeem at participating attractions, restaurants and shops!

There are over _ tourism businesses to choose from to stay and to spend. And there's no catch!

Spring into Huntsville is the perfect package to experience everything Huntsville has to offer in spring, from outdoor adventures to dining and more.
- **How to Register for Spring into Huntsville**
 1. Book your minimum 2-nights stay during the booking window of April 4, 2022 to April 18, 2022 for a stay between April 19, 2022 and June 19, 2022 at one of the participating accommodations and make note of the confirmation number.
 2. Then register on the Huntsville Adventures website to receive your Spring into Huntsville vouchers: once your registration is confirmed, your package will be waiting for you upon check in! (Note: registration for the package must be made during the booking window. Reservations made prior will not be accepted and will not be eligible to receive a package.)

Spring into Huntsville Budget Spring into Huntsville Budget

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Voucher Redemption	\$25,000.00	500 packages @ \$50 (2 - \$25 vouchers)
Gas Cards	\$25,000.00	500 - \$50 Gas Cards
Voucher Design & Printing	\$750.00	Design & Printing (\$500 - Logo / \$250 Voucher Print)
Content Development & Marketing	\$7,000.00	Huntsville Adventures Facebook & Instagram
Implementation & Tracking	\$2,250.00	Tracking, Contracts, Communication & Execution
TOTAL	\$60,000.00	

Past Budget Sample (HMATA Contributed \$35,400 – 60% of Budget) **RTO12 Sweater Weather 2021 Voucher Program**

Implementation and Tracking Legal, operator tracking forms, contracts, outreach/communication, execution i.e., delivery of packages to operators & ten-week tracking (AOR - Kuration & RTO) Voucher Component Development and Delivery Webpages, design & printing (AOR - Smellies, Better Art Design, Kim Knight)	4,000.00
Content Development and Marketing (AOR Kuration & RTO12)	5,000.00
Voucher Redemption 500 packages @ \$50 (two - \$25 vouchers)	25,000.00
Gas Card 500 - \$50 Gas Card	25,000.00
TOTAL	59,000.00

Discussion:

- Concern over gas prices and only \$50 gas card.
- Do not believe funds used to purchase gas cards stay in area, would rather give another \$25 towards purchases and up the value of package to \$125 (adding another \$12,500 to budget).
- Concern over area STR not being part of campaign (as was the deal with Eclipse vouchers)
- Separate discussion should be had on this topic – how is it confirmed that an STR is collecting and remitting tax dollars?
- For voucher program, manage STR on one off basis – Town will have to reimburse funds for any STR signing up.

MOTION: Be it resolved the HMATA Board approves the implementation of the Voucher program with the revised budget of \$72,500.

Motioned by: Jesse Hamilton

Seconded by: Jeff Suddaby

CARRIED

Table any discussion from BIA and Municipality for next meeting.

7. Adjournment

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Be it resolved to adjourn meeting at 1:48pm

Moved by: Nate Smith

Next Meeting: Wednesday March 30th at 4pm