

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Wednesday March 30th, 2022 @ 4:00pm

Present: Jesse Hamilton, Jeff Suddaby, Nate Smith, Karin Terziano, Scott Doughty, Chirag Patel, Steve Carr
Regrets: n/a
Staff: Kelly Haywood, Torin Suddaby, Barbara Bloomfield, Rhonda Christianson
Guests: Morgan Lonsdale, Lauren McDermid

1. Welcome & Acceptance of Agenda

Motion to begin the meeting

Be it resolved to accept the agenda, with addition of closed session.

Moved by: Jeff Suddaby

Seconded by: Scott Doughty

CARRIED

2. Closed Session

Motion to move into closed session.

Moved by: Jeff Suddaby

Seconded by: Scott Doughty

CARRIED

Discussion regarding letter sent by the Town.

Motion to move out of closed session.

Moved by: Chirag Patel

Seconded by: Steve Carr

CARRIED

3. Declaration of Conflict of Interest

No conflicts were brought forward. Jesse advised the board that Val Hamilton, from Muskoka Tourism is his wife and would be presenting on behalf of Muskoka Tourism.

4. Minute Acceptance

Motion to accept the minutes from the March 23rd, 2022 meeting

Be it resolved to accept the minutes from the March 23rd, 2022 meeting

Moved by: Jeff Suddaby

Seconded by: Steve Carr

CARRIED

5. Delegation: Morgan Lonsdale (nee Richter), Downtown Huntsville BIA

The Downtown Huntsville BIA made a presentation to the HMATA Board on increasing the yearly financial support from \$20K to \$50K. This will allow the Downtown Huntsville BIA to confidently leverage monies in dreaming bigger in their plans.

See attached presentation - [2022 - BIA \\$50k HMATA Request.pdf](#)

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Wednesday March 30th, 2022 @ 4:00pm

6. HMATA 2022 Budget – see attached

Discussion:

- Add \$15K in for legal under expenses
- Add placeholder of \$300K for Eclipse
- Look at surplus, rules around NFP with balances
- Add in reserves to revenue
- Table budget approval until next week's meeting, bring back with updated cashflow document.

7. Staff Updates:

- **Eclipse Closing Weekend (April 1st & 2nd Music & Food Festival)**
 - Sean Cotton with acoustic Pink Floyd tribute on Friday night
 - Tobin Spring with Harvest Moon, Neil Young tribute on Saturday night
 - Food Festival both nights
 - Canvas Brewery both nights
 - Invite this Board to both nights – opening remarks to thank Board for contribution
 - Will update Board once all numbers are finalized.
- **Floor13 Update**
 - We have been in contact, compiling list of people they should consult with, send Kelly Haywood any contacts within the tourism landscape that you want to passed on.
 - STR involvement
 - They are looking for general occupancy number over the last 4 years. They have regional stats.
- **Voucher Campaign Update**
 - Launching this Friday (April 1st)
 - Businesses have already started to sign up, staff will push the remainder of week to finalize. As business sign up, they will be added to marketing.
 - Regardless of how the tax is distributed, any business that collets and remits MAT should be part of any program.

8. New Business

Table BIA proposal to next meeting. Would like more details on the TBD throughout the presentation. No need for specifics, general ideas.

9. Adjournment

Be it resolved to adjourn meeting at 5:52pm

Moved by: Jeff Suddaby

Next Meeting: Wednesday April 6th at 2pm

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Wednesday March 30th, 2022 @ 4:00pm

HUNTSVILLE MUNICIPAL ACCOMMODATION TAX ASSOCIATION

DRAFT - 2022 Budget

REVENUE

MAT Revenue	\$950,000
TOTAL REVENUE	\$950,000

EXPENSES

Operating:

Administration (Staff, Office Equip & Overhead)	\$56,500
Insurance	\$1,275
Bank Fees	\$100
Accounting	\$5,000
Legal	\$0
Website Fees	\$0
Subtotal Operating Expenses	\$62,875

Partnership & Program Dev't

HLOB Chamber Marketing Our Communities	\$50,000
BIA Annual Partnership	\$20,000
Ironman Muskoka	\$25,000
Marketing & Business Plan	\$25,000
Spring Voucher Campaign	\$72,500
Community Partnerships	\$65,000
	<i>Festival, Maple, MTMA</i>
Subtotal Partnership Expenses	\$257,500

Charitable Contributions (5%)

	\$5,000
Subtotal Charitable Contributions	\$5,000

	\$325,375
--	------------------

	\$624,625
--	------------------