

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Meeting held on **Thursday October 31st, 2019 @ 1:00pm**  
Mill on Main

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**Present:** Jesse Hamilton, Kaushal Gandhi, Karin Terziano, Scott Doughty, Jeff Suddaby, Christine Kropp, Matthew Phillips  
**Guests:** Chirag Patel, Ashwin Patel  
**Regrets:** Nancy Alcock,  
**Staff:** Kelly Haywood, Barbara Bloomfield, Scott Ovell, Morgan Richter, Torin Suddaby (via speaker phone)

### 1. Welcome

Approve Agenda as presented

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

**Moved by:** Christine Kropp

**Seconded by:** Scott Doughty

**CARRIED**

### 2. Review of Last Meetings Minutes

Approve Minutes – October 10<sup>th</sup>, 2019

**Be it resolved that the minutes of the October 10<sup>th</sup>, 2019 meeting be approved as presented.**

**Moved by:** Matthew Phillips

**Seconded by:** Christine Kropp

**CARRIED**

### 3. Previous Business

#### **MAT Partnership Program – Legal Review**

- Rebecca Dinsmore, from the Miller Law Group was the only respondent for the RFP – she did come highly recommended from other lawyers who put her name forth.
- Kelly Haywood met with her and received recommendations for changes to the Partnership Application.
- Proposed amendments were presented and accepted

**Be it resolved that the draft Partnership Program was accepted as presented.**

**Moved by:** Scott Doughty

**Seconded by:** Kaushal Gandhi

**CARRIED**

### 4. Privacy Policy

**Be it resolved that the Privacy Policy was accepted as presented, subject to Legal Review.**

**Moved by:** Matthew Phillips

**Seconded by:** Jeff Suddaby

**CARRIED**

## 5. Community Branding initiative

- The Town of Huntsville has been working on a branding proposal, looking to partner with the BIA and the Chamber on this initiative.
- Money has been set into reserve for this initiative
- Working on scope of work
- In the new year, we can bring powerpoint presentation to this board, that was previously presented to both the BIA and the Chamber boards (PDF attached to minutes).
- Looking to have continuity for all aspects of Huntsville – economic development, workforce, tourism – have the municipality pick up branding from a tourism point of view
- Timeline would be sometime in the 2<sup>nd</sup> or 3<sup>rd</sup> quarter of 2020 – after Tourism Master Plan Strategy.
- Branding can be incorporated into approval process for funding from this board.
- Community Branding Initiative to remain as agenda item moving forward.

## 6. Administration Model

- RFP to be sent out – Scott Ovell to assist Board with development of this.
- Discussions to be held in camera

## 7. Short Term Rental (STR) Update

- Consultation sessions have been done with presentation to the Development Services Committee on November 13<sup>th</sup>.
- Feedback was helpful in amending some of the details of the original plan
- Most likely looking at:
  - o March 1<sup>st</sup> 2020 for implementation of licencing, allowing 2-3 months for compliance prior to enforcing fines.
  - o April 1<sup>st</sup> 2020 MAT to be implemented.
- Revisit this next meeting with regards to exempted properties (Cedar Grove/Cliffe House).
- Short Term Rental owners indicated they will want a voice at this table, looking at forming their own association.
- Look at changing the by-laws to allow them on, and adding an additional hotelier (for balancing numbers)
- Look at the rolling them into HLOBARA, and having them represented there, and on this board.

## 8. New Business

- Application
  - o \$349K collected to end of August, approximating \$400K with including September. Working on Press Release – closing date good with November 29<sup>th</sup>.
  - o Keeping two intakes, now and springtime – defer to next meeting for discussion
  - o Announce \$150K in press release, available.
- Banking
  - o Will get quotes on fees from different banks to present at next meeting.
- Financial Update to be added to future agendas

## 9. Adjournment

**Be it resolved that this meeting was adjourned.**

**Moved by:** Jeff Suddaby

Next Meeting Date – Tuesday November 26<sup>th</sup>, 2019 - 3:00 pm – Location Mill on Main