



MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom
July 4, 2023, 2:00 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Chirag Patel, Nate Smith, Andrew Buwalda, Rachel Hunt
Regrets: Marisa Kapourelakos, Bob Stone
Staff: Dawn Huddlestone, Barb Bloomfield; Kelly Haywood, Rhonda Christenson (Zoom)
Guests: Lauren MacDermid, Kirsten Maxwell, Town of Huntsville; Ellen Selby, BIA

1. Welcome and agenda approval

The meeting was called to order at 2:03 p.m.

Motion: *To accept the agenda as presented.*

Moved by: Steve Carr

Seconded by: Andrew Buwalda

CARRIED

2. Declaration of conflict of interest – none

3. Approval of meeting minutes

Motion: *To accept the minutes from the June 13, 2023 meeting as presented*

Moved by: Nate Smith

Seconded by: Steve Carr

CARRIED

4. Presentations

a. HLOBCC, Group of Seven downtown murals – repair and replacement

Kelly Haywood provided further details on the work needed to revamp the Go7 murals downtown. This is a joint project of the Chamber and the Downtown Huntsville BIA with support from the gallery project's founder Gerry Lantaigne. There are 37 murals downtown; five require significant repairs or replacement and another six require touch-ups or alterations. Each mural has historically cost \$5,000 to produce. Total repair/replacement budget: \$25,000 from HMATA, hopeful BIA will provide \$10,000 toward the project.

Discussion included: Who is the lead for the project? (HLOBCC for now, later recommend it be part of HMATA's product/attraction development)

5. Financials

a. 2022/23 financial approval



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Motion: To approve the 2022/23 financials (actual) as presented.

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED

b. Budget discussion (partnerships)

Chair reviewed updates, including: incorporating a reserve for future attractions and \$150,000 potential revenue from grants/other funding; expenses increase due to operations, including staff; \$113,000 remains for disbursement to community tourism projects – Board could consider adjusting this. Board members asked to review in detail prior to July 20 meeting, where the budget will be motioned for approval.

Discussion included: As drafted, operating budget will exceed revenue and draw down cash reserves by roughly \$200,000 year over year – needs to be considered. Re: projected payroll reserve, could this be put into a GIC? (yes)

c. Annual audit update

No discussion – audited statements to 2023 to be presented at July 20 meeting

d. Savings account

Discussion: consider adding an investment policy to bylaws in future

Motion: To deposit another \$200,000 into high-interest savings account.

Moved by: Chirag Patel

Seconded by: Scott Morrison

CARRIED

6. Previous business

a. Hoya Robotics funding ask (\$9,000)

Discussion: Good pitch, possibility for larger event in future is appealing and would generate significant impact for accommodations and restaurants, great trial run to support this event with limited investment. Mats to cover ice surface, as discussed previously, should be a Town asset not HMATA. Could HMATA do big cheque presentation and media release to promote this funding? (yes - staff to coordinate)

Motion: To provide \$9,000 to Hoya Robotics for a shoulder-season robotics tournament.

Moved by: Chirag Patel



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Seconded by: Andrew Buwalda
CARRIED

7. Staff updates

- a. Eclipse lights downtown this winter
Staff are working with a consultant from Cirque du Soleil at end of July to make recommendations on incorporating Eclipse downtown using existing equipment. (Consultant cost: minimal – in past has just been room & board/per diem.) Working to find an engineer for the project.
- b. HLOBCC, The Campfire Sessions
Staff reported that first session at C'est Cheese (new business in town) was well received. Imitation fire due to fire ban. Next up: Timber Terrace, Hidden Valley Resort, waterfront next to Boston Pizza, Food Co-Op, and then municipal locations in August (Lions Lookout, Brunel Locks, Avery Beach, Hutcheson Beach – these locations need to be ratified by Council at end of July). May have Kellie Loder (Juno-nominated artist) for August 18 at Avery Beach.
- c. Voucher campaign
Spring Into Huntsville ended June 30, report to come once businesses have submitted vouchers. May want to reconsider dropping spring campaign and focus solely on fall. RTO12 planning a fall campaign as well, may be opportunity to partner – to be discussed at July 20 meeting.
- d. HLOBCC, Group of Seven mural update (marketing/signage)
Already discussed above. No further updates or questions.

8. New business

- a. Discussion: Group of Seven downtown murals – repair and replacement
The Board discussed: will this be an ongoing annual expense (needs to be part of future attraction/product development discussion for business plan); how to fund/market; grant opportunities; when was maintenance last done (only minor repairs to date); who owns the murals (BIA owns those downtown, otherwise it's the building owners and HLOBCC/HMATA would work with them on repairs or replacement – focus for now is downtown murals); popularity (it's the biggest request at both the BIA and the Chamber re: local attractions); how to make them last longer (staff already researching materials and other variables).
- b. Discussion: TPA response from the Town



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Chair met with Town CAO Denise Corry and she forwarded a summary of the municipality's response to HMATA's TPA requests. Hiring of an ED is time-sensitive and needs to get underway – Board needs to decide if this role will be an employee of the Town or of HMATA. Remainder of response from Town to be discussed at July 20 meeting.

Discussion included: HMATA will lose control if the ED is a Town employee; reporting structure could be confusing for whoever is hired; payroll would be easier with Town but HMATA could do; ED as Town employee could be advantageous to keep lines of communication open; want budgetary oversight to remain with HMATA; could include an opt-out clause in case arrangement doesn't work out; HMATA has no opportunity to determine the salary which could result in it being more expensive than budgeted for. Town staff added that the municipality has a similar situation with the library; for the BIA it provides financial administration but not HR; municipality would ensure employment standards are met but not necessarily provide oversight; arrangement would provide opportunity for strategic collaboration with control remaining with the Board; could alleviate back-and-forth with Town staff.

Motion: *To proceed with the Town of Huntsville hiring the Executive Director for HMATA as an employee of the municipality, whereby all budget and finance for HMATA will be through the municipality, with the Town of Huntsville determining the salary and internal reporting and having care and control of payroll and employee relations.*

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

DEFEATED

Motion: *To hire an Executive Director as an employee of HMATA for a two-year contract term.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

CARRIED

9. Chair's remarks

a. Nate Smith

Nate has accepted another position which will take him out of the BIA, and therefore no longer eligible to sit on the HMATA Board. The BIA meets again July 18 and will appoint a new HMATA representative and alternate. The Board thanks Nate for his service to HMATA and wishes him well in his future endeavors.



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10. Closed session

The Chair asked to enter closed session with voting members of the Board only to further discuss details regarding recruitment of an Executive Director.

Motion: *To enter closed session.*

Moved by: Chirag Patel

Seconded by: Steve Carr

CARRIED

11. Business arising from closed session

None

12. Next meetings and adjournment

- **Next meetings**

Board meeting – Thursday, July 20 at 2:30 p.m., 3 Guys and a Stove

AGM – Tuesday, July 25, 2:30 p.m., location TBC

Board meeting – Tuesday, August 8 at 2:30 p.m., virtual (Zoom) – election of officers only

Board meeting – Tuesday, September 12 at 2:30 p.m., 3 Guys and a Stove

- **Adjournment**

Motion: *To adjourn the meeting at 4:20 p.m.*

Moved by: Chirag Patel

Seconded by: Steve Carr

CARRIED