

Huntsville Municipal Accommodation Tax Association Minutes

Meeting held on **Tuesday, May 21st, 2019 @ 10:30 am.**
Deerhurst Resort – G8 Boardroom

Present: Scott Aitchison, Scott Doughty, Kaushal Gandhi, Jesse Hamilton, Matthew Phillips, Nate Smith, Jeff Suddaby

Staff: Derrick Hammond, Kristin Maxwell, Scott Ovell, Terri Tebby (recording secretary), Kelly Haywood (HLOB Chamber)

1. Review of Last Meetings Minutes

1.1. Approve Minutes – May 7th, 2019

Be it resolved that the minutes of the May 7th Board of Directors meeting be accepted as presented.

Moved by: Scott Doughty
Seconded by: Scott Aitchison
CARRIED

2. Previous Business

2.1. Administrative Services

2.1.1. Report to Development Services Committee

- Scott Ovell advised he has spoken to the Town's CAO and is working with the finance department to develop a model to manage the Huntsville Municipal Accommodation Tax Association's funds. Scott will report back to the board with the outcome and the associated fee for service
- A staff report was presented to Development Services Committee recommending the Town support the HMATA with administrative duties. Report received full staff support. A clause in the report notes services will end on December 31st, 2019. This date can be amended if required. Report will be ratified by council next week.

2.2. Service Agreement with the Town of Huntsville

2.2.1. Report to Development Services Committee

- The TPA outlines the Town of Huntsville will continue to pay the Chamber their Fee for Service for the duration of the agreement and that this fee will come out of the Town's portion of the MAT funds.
- The TPA will outline the Town's portion of the MAT funds will be reserved for tourism and tourism related infrastructure

3. New Business

Staffing

- The Town agrees to support the Board with administrative duties, as outlined in the report presented to Development Services Committee, until December 31st, subject to Director's approval
- The Chamber and BIA will support the board as well
- Jeff S. asked that consideration be given to the Chamber with regards to administrative support. The Chamber has the resources to assist the Board. It is important to involve the agency or individual that will ultimately work with the board as soon as possible
- Scott A. noted that Town administration is a temporary solution to help the board in the beginning stages as a way to keep staffing costs low
- Jesse H. noted the Board still needs time to understand the direction and workload for future staff member
- Jeff S. noted that eventually administrative support will have a fee associated with it, as such he would like to see a proposal from both the Town and Chamber, then the board can decide the route they wish to take
- Other options for administrative support include hiring an individual, then work with the Chamber, Town or BIA to offer resources and office space. Job role needs to be identified
- Kelly Haywood will present a report at the next meeting that outlines the Chamber's proposal
- The staff member or organization selected to assist the board with administrative duties will be involved with developing the organization's strategy – research, etc.
- It was noted that if Town staff are not working on administrative needs for the HMATA they will have more time to focus on the short term vacation rentals licensing project

3.1. Short Term Vacation Rentals

3.1.1. Inclusion in MAT Program

- The Board has identified that implementing a system to include short term vacation rentals in the MAT Program is a top priority
- Town staff have also identified this project as a priority and are working to push it forward on their staff project schedule. The process for this

has begun. Currently waiting for approval from committee as other staff resources are required to complete the project

3.1.2. Planning Policy/Licensing

- Implementing a licensing system as a way to include short term vacation rentals in the MAT Program was discussed. Other municipalities have used zoning as a way to implement the program. Permit use with an added licensing system would connect with business licensing bylaws. Zoning would need to note the land use has been approved for short term vacation rentals, then a license would also be required to operate
- Victoria and Niagara on the Lake have similar models
- Bylaw enforced. Number of licenses needs to be identified. Enforcement is a key part to ensure rentals are purchasing licenses.
- A public involvement process is required. This process will take approximately 3 months to complete. Having the licensing model fully operational will take longer
- A goal of having agencies such as Airbnb collecting the tax by the beginning of 2019 was suggested by the Board

3.2. Tourism Strategy

3.2.1. Possible Partnership with Town's Economic Development Strategy

- Scott O advised the Town has a budget to complete an Economic Development Strategy and he presented the idea of working with the MAT Board and Chamber to collaborate on a master strategy
- Scott A noted the focus of this Board is a tourism strategy, the other players fit into that strategy, but they have focuses in addition to tourism
- Kelly H: The Chamber has a department dedicated to tourism marketing and it is important that duplication does not take place
- Scott A. advised a consultant will be able to review current and past initiatives from all local agencies to determine what works, what doesn't work and what Huntsville has been missing with regards to tourism and tourism marketing
- Jeff S. suggested reaching out to other agencies and request they share their strategies so the board understands what is taking place in our region and what partnership opportunities there are
- The Board will issue a RFP in the near future for a strategy. Who will create the RFP and scope of work needs to be determined
- Each Director will determine their goals and vision for the organization. Ideas will be submitted to Scott O. before the next meeting. A discussion will take place at the next meeting and the Board will begin to

create a formal mission statement and vision for the organization.

4. Adjournment

4.1. Next Meeting Date – June 4th, 3:00 pm – Council Chambers

Be it resolved that the meeting be adjourned at 12:20 pm

Moved by: Jesse Hamilton

Seconded by: Jeff Suddaby

CARRIED