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## MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom  
June 13, 2023, 2:00 p.m.

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

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### 1. Welcome and agenda approval

The meeting was called to order at 2:04 p.m.

**Motion:** *To accept the agenda as presented.*

Moved by: Andrew Buwalda

Seconded by: Steve Carr

**CARRIED**

### 2. Declaration of conflict of interest – Andrew Buwalda noted re: 5.a. that he will be a voting member of the Huntsville Hospital Foundation Board soon, and HHF is a potential future recipient of HMATA funds.

### 3. Approval of meeting minutes

**Motion:** *To accept the minutes from the May 23, 2023 meeting as presented*

Moved by: Chirag Patel

Seconded by: Scott Morrison

**CARRIED**

### 4. Presentations

#### a. Hoya Robotics

This HHS club has about 60 members who participate in annual robotics competitions, and promote STEM (science, technology, engineering, and mathematics) to the greater community, including elementary school students. Their long-term goal is to host an annual District FIRST Robotics competition at the Don Lough Arena at the end of March, but this would require a floor covering for the ice (which they hope HMATA will encourage the Town to purchase). Short-term, they'd like to host a smaller event at the high school, hopefully in October or November 2023, which would draw about 24 teams, with an estimated 5 hotel rooms needed per team (120 total). For all FIRST Robotics events, the pit area is open to the public so they can chat with the teams. The goal is for future events to be self-sustaining via registration fees, as well as to raise



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---

some funds for the team. Ask: \$9,000 to cover the competition field rental from FIRST Robotics, trophies, first aid, etc.

**Discussion included:** Space required for the event (about 20,000 square-feet for the competition field, pit area, and spectator stands), cost of mats to cover the ice for future reference (about \$220,000), and registration fees (~\$300 per team, with 50% off if they book a local hotel room).

### 5. Financial Review

Staff presented HMATA's income statement, projections, cash flow, and draft 2024 budget.

**Discussion included:** possibility for an annual partnership with Muskoka Tourism, similar to those with the BIA and Chamber; running only one voucher campaign per year, in the fall; marketing/branding/digital marketing spends; attraction development, in particular things for people to do when they are already here, and whether this is something HMATA wants to do; and funding a local charity like the Huntsville Hospital Foundation (which tourism has an impact on). Board members were asked to spend time reviewing the budget before further discussion at the July 4 Board meeting, including what percentage of funds should be spent in each funding category (partnerships, tourism collaboration, attraction development, etc).

**Motion:** To approve HMATA's 2023 income statement to date as presented.

Moved by: Steve Carr

Seconded by: Chirag Patel

**CARRIED**

### 6. Previous business

- a. Funding ask: \$25,000 for the Huntsville Lake of Bays Chamber of Commerce to present The Campfire Sessions on weekends (Friday and Saturday evenings) from July 1, 2023 to September 2, 2023 at locations to be confirmed with Town of Huntsville staff.

**Discussion included:** Cost for musicians (will be based on their level of experience), who the events are for (both locals and for visitors to have something additional to do), locations (perhaps public beaches, Lions Lookout, private businesses – staff are talking to Town to firm up locations), and a contingency plan which is included in marketing in case of a fire ban (lights instead, for example),

**Motion:** To provide \$25,000 to HLOBCC for The Campfire Sessions.

Moved by: Steve Carr

Seconded by: Scott Morrison



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---

### CARRIED

- b. Funding ask: \$25,000 to revamp the Group of Seven Outdoor Mural Gallery, including new signage and brochures, website, digital narration, and mural touchups.  
**Discussion included:** Whether this will be a multi-year initiative (staff will provide a plan for future years once an inventory is completed to indicate which murals can be fixed and which need to be fully replaced), requirement for maintenance (hasn't been done, but HMATA should consider including it in the attractions they steward and provide an annual line item in the budget to ensure it remains in good shape in future), the BIA's support for the downtown murals (they have discussed adding another community mural, and contributing toward the cost of repair/upkeep), the popularity of attraction (it is the most-asked-about attraction at both the Chamber and the BIA), the budget breakdown for revamping the gallery (includes signage, brochures, website, digital narration, and mural repairs), the need for a process for selecting future artists to paint murals, prioritizing the murals to be repaired (staff to inventory), continuing community engagement with on-street painting, the need for a brochure (it's popular because it contains a map), the opportunity for mural sponsorships, and the need to determine partners and take inventory.

**Motion:** To provide \$25,000 to HLOBCC to coordinate a revamp of the Group of Seven Outdoor Mural Gallery.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

### DEFEATED

**Motion:** To provide \$15,000 to HLOBCC to coordinate a revamp/expansion of the Group of Seven Outdoor Mural Gallery marketing collateral (signage, brochures, website, digital narration), and direct staff to return with more information on cost/process for repairing or replacing the murals and possible partners/sponsors.

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

### CARRIED

## 7. Updates

- a. HLOBARA (Steve Carr)

The HLOBARA AGM was held in May. All of the current representatives on the HMATA Board (Steve Carr, Chirag Patel, Marisa Kapourelakos, and Andrew Buwalda) were reelected and reappointed to HMATA.



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---

- b. Downtown Huntsville BIA (Rachel Hunt)  
The BIA has reappointed Nate Smith to the HMATA Board, with Rachel Hunt as his alternate.
- c. Chamber (Jeff Suddaby)  
The Chamber has reappointed Jeff Suddaby to the HMATA Board.

### 8. Staff updates

- a. CAMA Conference plaque  
Kelly Haywood accepted a plaque from CAMA on behalf of the Board, in thanks for its support of the conference.
- b. TPA letter to the Town  
The letter from the Board has been delivered to CAO Denise Corry, with a request that she reply by the end of June.
- c. Owl virtual meeting tool  
Staff requested funds to purchase a virtual meeting tool to improve participation at Board meetings for virtual attendees.  
**Motion:** *To authorize staff to spend up to \$2,000 on a virtual meeting tool.*  
Moved by: Chirag Patel  
Seconded by: Andrew Buwalda  
**CARRIED**

### 9. New business

- a. HMATA bylaw updates for AGM  
Staff provided an overview of the proposed changes to the HMATA bylaws, to be presented for discussion/approval at the AGM.

### 10. Chair's remarks - next steps

- a. AGM agenda  
Chair reviewed the agenda for the upcoming AGM, including financial presentation by Pahapill, Treasurer's financial update to date, and an update on the TPA.
- b. Potential attraction (2024, 2025)  
The Chair asked Board members to consider other possibilities for a year-round attraction and bring their suggestions to the first Board meeting in September.  
Discussion included: what types of attractions HMATA should be investing in; the need for a strategic reserve fund and whether it is permitted in the bylaws (staff to investigate); whether



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HMATA should give seed money to a private enterprise to operate an attraction, rather than trying to develop one.

### 11. 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: Scott Morrison

Seconded by: Chirag Patel

**CARRIED**

### 12. Business arising from closed session

None

### 13. Next meeting and adjournment

- **Next meeting**

The next meeting will be held on Tuesday, July 4, 2023 at 2:30 p.m. at 3 Guys and a Stove.

- **Adjournment**

***Motion:** To adjourn the meeting at 4:15 p.m.*

Moved by: Scott Morrison

Seconded by: Steve Carr

**CARRIED**