



MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom
May 2, 2023, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Chirag Patel, Nate Smith, Marisa Kapourelakos, Andrew Buwalda, Rachel Hunt, Bob Stone
Regrets: none
Staff: Kelly Haywood, Dawn Huddlestone, Barb Bloomfield, Rhonda Christenson (Zoom)
Guests: Lauren MacDermid, Town of Huntsville; Kirstin Maxwell, Town of Huntsville (Zoom)

1. Welcome and agenda approval

Motion: *To accept the agenda as presented.*

Amendment: Add discussion regarding new Transfer Payment Agreement with the Town

Moved by: Nate Smith

Seconded by: Chirag Patel

CARRIED

2. Declaration of conflict of interest – none

3. Approval of meeting minutes

Motion: *To accept the minutes from the April 18, 2023 meeting as presented*

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED

4. Presentations

a. Val Hamilton, Muskoka Tourism

Presented an opportunity for promoting the Huntsville area on CORUS radio.

5. Previous business

a. Sandhill Fall Fair request for funding

Discussion by the Board included possibility of a HMATA promotion in conjunction with this and/or a package deal offered by individual accommodators in conjunction with the music festival part of the event with HMATA reimbursing hotels for the difference in room rates; the potential for an increase in heads-in-beds with tour buses being allowed this year, if visitors end up staying overnight; the size of the ask may impact HMATA's ability to fund other projects; would like to see support from Sandhill in promoting hotels, restaurants, downtown businesses.

Motion: *To provide \$40,000 to Sandhill Nursery to support the Sandhill Fall Festival with an*



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agreement to develop a mutually beneficial marketing partnership.

Moved by: Steve Carr

Seconded by: Chirag Patel

CARRIED

b. Klahanie Community Garden

Discussion: A great community initiative, but as it has limited tourism potential it does not fit HMATA's mandate.

Motion: *To deny funding for the Klahanie Community Garden.*

Moved by: Andrew Buwalda

Seconded by: Marisa Kapourelakos

CARRIED

6. Staff updates

a. Job Fair update

Chamber staff provided an update on the recent YMCA Job Fair, which received \$3,500 in funding from HMATA. 60 employers participated (with an additional 18 on the wait list) with 484 available positions; 525 job seekers attended, 107 were hired on the spot, 196 received follow-up from the employer. It was the best job fair they've hosted to date and will look for a bigger facility next year. Thanks to HMATA for their support, which was used for rental, labour, and food prepared by HHS students for the employers.

b. The Trekking Group / Eclipse update

Staff noted that the lights have now come down at MHP and they are working on a possible larger installation for downtown Huntsville next season. Other possible locations are still being investigated for a combo attraction with The Trekking Group and Eclipse – it is most realistic to combine it with MHP or other municipal locations. A partnership with Muskoka Highlands Academy to use their future property is still being considered.

c. Muskoka Maple Festival recap

Chamber staff thanked HMATA for their support of this event. Despite inclement weather, approximately 2,500 people attended. Downtown retailers and vendors were pleased with the turnout.

d. Spring Into Huntsville update

The deadline for registrations has been extended to May 12 to encourage more participation. A report with more information on uptake will be provided at the next meeting.



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7. New business

- a. Lauren MacDermid, Town of Huntsville staff report – DMMO discussion at General Committee, April 26

A Town staff report was presented to Huntsville’s General Committee on April 26 regarding development of the new DMMO and will go to Council for ratification on May 23. A discussion regarding the TPA is still to come, and will then go to Council for approval. Timeline for all approvals to get through Council will likely be September.

Discussion included next steps for creating a TPA (discussions to come following ratification of the above report) and the duration of that agreement (whether it should be a two- or three-year agreement), structure and timing of an agreement for administrative support, and MAT fund disbursement. A side discussion occurred regarding the Town potentially limiting STRAs in the future (for information only).

Action item: The Chair asked Board members to review the existing TPA and the above staff report and highlight points which need further discussion prior to the next meeting. The Board will then draft a letter to Town staff to initiate TPA discussions.

- b. Muskoka Tourism funding request

No discussion.

Motion: To provide \$5,000 to Muskoka Tourism in support of the CORUS radio marketing campaign.

Moved by: Scott Morrison

Seconded by: Steve Carr

CARRIED

- c. For information only: HLOBARA AGM, May 16, 2023 at 2 p.m., Holiday Inn

- d. For information only: HMATA AGM, June 13, 2023 at 2 p.m., Partners Hall

8. Closed session

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

Motion: To enter closed session.

Moved by: Steve Carr

Seconded by: Nate Smith

CARRIED

9. Business arising from closed session

Motion: To set up an interview committee of three board members who have been chosen to review



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candidates for the Executive Director position and submit to the board for approval. The committee will consist of Jeff Suddaby, Scott Morrison, and Marisa Kapourelakos.

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

CARRIED

***Motion:** To accept the offer from the Town of Huntsville with the expectation that they will conduct recruitment for the Executive Director position, and submit candidates to the interview committee which would then present them to the board for the approval.*

Moved by: Scott Morrison

Seconded by: Nate Smith

CARRIED

***Motion:** To approve a salary range of \$75,000 to \$100,000 for the Executive Director position, dependent on experience.*

Moved by: Chirag Patel

Seconded by: Marisa Kapourelakos

CARRIED

***Motion:** To request that the Town of Huntsville provide the Executive Director job description for approval by the board, and to investigate the Town of Huntsville taking on payroll responsibilities for the Executive Director position.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

CARRIED

***Motion:** To leave the closed session.*

Moved by: Chirag Patel

Seconded by: Marisa Kapourelakos

CARRIED

10. Next meeting & adjournment

- **Next meeting**

The next meeting will be held on Tuesday, May 23, 2023 at 2:30 p.m. at 3 Guys and a Stove.



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- **Adjournment**
Motion: To adjourn the meeting at 4:25 p.m.
Moved by: Chirag Patel
Seconded by: Andrew Buwalda
CARRIED