



MINUTES

In-person meeting held at Deerhurst Resort and on Zoom
October 3, 2023, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Steve Carr, Chirag Patel (Zoom), Marisa Kapourelakos (joined late at item 7c), Rachel Hunt, Andrew Buwalda, Bob Stone

Regrets: none

Staff: Kelly Haywood, Barb Bloomfield, Rhonda Christenson, Dawn Huddlestone, Halley Clover

Guests: Lauren MacDermid, Town of Huntsville; Ellen Selby, Downtown Huntsville BIA (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:30 p.m.

Moved by: Steve Carr

Seconded by: Rachel Hunt

CARRIED

2. Declaration of conflict of interest – none

3. Approval of meeting minutes

Motion: To accept the minutes from the September 12, 2023 meeting as presented.

Moved by: Andrew Buwalda

Seconded by: Rachel Hunt

CARRIED

4. Presentation

Erin O'Neill presented a cultural centre concept for the Board's consideration.

5. Financials

The Secretary/Treasurer noted that going forward, financial updates at each meeting will include interim details such as how actuals are tracking to budget, funds available for disbursement and funds committed, etc., with a full review of the financial statements quarterly.

Currently, of the \$380,000 in the budgeted for annual partnerships, community tourism sponsorships, and charities/non-profits for disbursement, \$250,900 has been committed and \$129,100 is available for disbursement (\$79,100 for community tourism sponsorships and \$50,000 for charities).

a. GIC deposit

Recommend keeping two quarters worth of expenses in unrestricted cash rather than investments, because HMATA has no control over when MAT funds arrive. For the remainder of funds, a high-interest savings account is more desirable than a GIC (interest



MINUTES

In-person meeting held at Deerhurst Resort and on Zoom
October 3, 2023, 2:30 p.m.

rates are more favourable), which can be reassessed at a later date. On the financial statements, \$150,000 will be denoted as a restricted reserve fund for payroll purposes.

Motion: To direct staff to deposit \$500,000 into a Tangerine high-interest savings account at the promotional rate of six per cent effective November 1, 2023 for a term of five months.

Moved by: Chirag Patel

Seconded by: Scott Morrison

CARRIED

b. HST rebate update

Forms have been sent to the CRA and are being assessed.

6. TPA update

The Vice-Chair noted that General Committee has given Town staff approval to move forward with preparing a new TPA; the report will go to Council for ratification on October 11. Following that, staff will prepare the TPA and have it reviewed by legal, before forwarding a copy to HMATA. The only two items outstanding from negotiations between Town staff and HMATA are: formation of an advisory bubble (to be invited to all meetings) and a facilities discount for successful HMATA funding applicants.

Discussion: General consensus is that while members of an advisory bubble wouldn't need to be at every meeting unless topics are pertinent to their organization, they will be welcome any time. A policy will need to be drafted for how stakeholders will be selected and engaged, and how conflicts of interest will be addressed (i.e. some advisory members will receive HMATA funding via annual partnerships or community tourism sponsorships).

7. Staff updates

a. Eclipse

Staff noted that the BIA has approved moving the installation downtown. The installation has also been approved by General Committee and will go to Council for ratification on Oct 11, with installation to be complete by November 23.

b. Group of Seven Outdoor Gallery

Staff noted that repairs are progressing well. The project received government funding and new installations are in the works. New brochure is flying off the shelves, and the website is being updated.



MINUTES

In-person meeting held at Deerhurst Resort and on Zoom
October 3, 2023, 2:30 p.m.

- c. Oktoberfest
Staff noted that there will be a signature event at Huntsville Bowl with live music and free bowling, plus a music crawl and canoe parade downtown.
- d. Girlfriends' Getaway Weekend
Staff working to reignite this event community-wide. There will be lots of pink downtown this year. Shuttles and marketing will both be expanded.
- e. Email voting policy
Staff presented draft email voting policy for the Board's consideration. Will be motioned at the next meeting.
- f. TTRA conference update
Full staff report to come. There was valuable information on using data to drive the strategic plan forward.

8. Corporate groups

The Chair suggested that the Board engage Chamber staff to prepare a list of venues available, including amenities, for corporate group functions.

Motion: *To direct staff to investigate meeting spaces, dining, and accommodations within the Town of Huntsville boundaries, and report back with capacity for each business to host corporate groups.*

Moved by: Andrew Buwalda

Seconded by: Rachel Hunt

CARRIED

9. Operating name

The Chair noted that HMATA needs an operating/marketing identity that is more public-friendly. The Town has been developing tourism branding that will be available for stakeholders to use, and which HMATA is hoping to utilize in its own branding.

10. Closed session

Motion: *To enter closed session at 4:10 p.m.*

Moved by: Marisa Kapourelakos

Seconded by: Scott Morrison

CARRIED



MINUTES

In-person meeting held at Deerhurst Resort and on Zoom
October 3, 2023, 2:30 p.m.

a. **Executive Director recruitment update**

The hiring committee presented their recommended candidate, and the Board discussed and approved an employment contract. Hiring committee to inform all candidates.

b. **Motion:** *To exit closed session at 5:07 p.m.*

Moved by: Steve Carr

Seconded by: Rachel Hunt

CARRIED

11. Business arising from closed session

None

12. Next meetings and adjournment

a. Next meetings:

Tuesday, October 24 at 2:30 p.m., 3 Guys and a Stove

Tuesday, November 14 at 2:30 p.m., The HUB (1 Crescent Rd.)

b. Adjournment

Motion: *To adjourn the meeting at 5:07 p.m.*

Moved by: Andrew Buwalda

Seconded by: Steve Carr

CARRIED