



MINUTES

Virtual Meeting held on **August 31, 2022 at 3:00 pm to 6:00 pm**

Present: Jesse Hamilton, Karin Terziano, Steve Carr, Chirag Patel, Jeff Suddaby, Nate Smith
Regrets: None
Staff: Kelly Haywood, Wendy Laver, Rhonda Christenson
Guests: Torin Suddaby, Lauren MacDermid, Morgan Lonsdale, Rachel Hunt, Peter Haynes, Paul Evans, Val Hamilton, Wendy Turner, James Murphy, John Dunn

1. Welcome and Agenda Approval

MOTION: To accept the agenda as presented.

Moved by: Jeff Suddaby

2nd by: Steve Carr

CARRIED

- 2. Declaration of Conflict of Interest** – J. Hamilton noted that in regards to item 3.iii, the Ontario Tourism Summit is happening at Deerhurst Resort regardless of any decisions that will be made at this meeting today. There is no conflict, no financial benefit to him, however he will reserve his vote to be over cautious, however will listen to the presentation.

3. Delegations:

- i. **Muskoka Hornets Baseball Association**
- ii. **OktoberFest/Maple Leafs Alumni Hockey Game**
- iii. **Ontario Tourism Summit**

- 4. Delegation discussion** Concern was expressed that it is difficult to evaluate applicants as there is not evaluation process in place. It was noted that we had an evaluation process that was scrutinized heavily by the Town, and that ultimately it was decided that that criteria would not work. The Board then collectively agreed to hire Floor 13 to help develop a Strategic Plan that will identify new criteria moving forward. In the meantime, it was felt that as the money is currently available for disbursement, it is not right to hold off 3 – 6 months until that is accomplished, that we need to share the funds with the community and support them now.

- i. **Muskoka Hornets Baseball Association – Peter Haynes**
Peter explained that the majority of the funding goes to hiring Umpires. They are hoping to get 16 teams this year, however that is not confirmed yet. That is their revenue source.



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MOTION: To fund the Muskoka Hornets Baseball Association \$2,500.00 towards their 2022 Fall Classic Baseball Tournament.

Moved by: Jeff Suddaby

2nd by: Chirag Patel

Be it noted that all were in favour, excepting K. Terziano who chose not to vote.

CARRIED

ii. OktoberFest/Maple Leaf Alumni Hockey Game - Paul Evans

Paul explained that while the actual Hockey Game on October 22 is not contingent on our \$20,000 funding, these funds would go towards a 4 season rink that would either be located at Lions Lookout or the decommissioned sewage plant area. The Board agreed that since funding is not needed for the Hockey Game, they would like to be re-approached at another time regarding specific funding for the 4-season rink.

Oktoberfest – Kelly Haywood

The \$5000.00 ask is for musicians and entertainment. They will be working with the Alumni Hockey to put a special spin on the event. They hope to have up to 20 restaurants involved. MTMA will be doing the majority of the marketing as this is a Muskoka wide event, however this ask is specifically for Huntsville and we will also be doing our own Huntsville specific marketing.

Motion: To approve a \$5000.00 contribution towards Oktoberfest 2022 for musicians and entertainment.

Moved by: Jeff Suddaby

2nd by: Nate Smith

CARRIED

iii. Ontario Tourism Summit – Val Hamilton, Wendy Turner, James Murphy

This event has not been in Huntsville since 2010. It is a tremendous opportunity to showcase Huntsville, as there will be up to 400 Tourism Leaders (including Minister of Tourism, Destination Ontario, TIAC) at the Welcome Reception and Club Ontario. The HMATA contribution would allow them to partner with Huntsville Festival of the Arts to showcase the local artists, organizations, and events within the region. Integrating exceptional art in natural spaces, providing a unique regional experience. Historically a lot of Ministers and the Premier attend. It allows for a lot of attention on Huntsville and positions us well for future funding opportunities.



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MOTION: To contribute \$30,000.00 to the 2022 Ontario Tourism Summit to match their funds, allowing them to showcase the local artists, organizations, and events within the region. Integrating exceptional art in natural spaces, providing a unique regional experience.

Moved by: Steve Carr

2nd by: Jeff Suddaby

Be it noted that Jesse Hamilton abstained from voting.

CARRIED

It was suggested that if at all possible, to incorporate our new Huntsville logo in all promotion for the OTS.

5. Floor 13 presentation of 1st Draft Strategic Plan

The presentation was reviewed in detail, identifying the following 5 strategic priorities:

- 1- Establishment of a Huntsville Destination Marketing Organization
- 2- Maturation of Huntsville as a four-season destination
- 3- Strategic alignment between HMATA and Muskoka Tourism
- 4- Advancement of the community visitor experience
- 5- Establishment of a culture of sustainable tourism growth

It as noted that the Town would need to support the Strategic Plan and the new direction to transition into a DMO, agreeing that we are leaving the test period or trial phase as originally planned.

All Board members are to review the plan and share all feedback with each other by the end of next week. Kelly to then forward that feedback to John Dunn for final revisions. There are only 2 Council meetings before the end of this Councils Term. It was noted that the deadline for the final Strategic Plan ends before the end of this Council. The last meeting is November 7 for presentation. We could forward the final plan as draft to Council prior to that meeting. It does not need to be ratified in advance of November 7. Kelly Haywood to consult with Denise to see what the ramifications are if we are past deadline.

6. Approval of Meeting Minutes

Motion: To accept the Minutes from the June 23, 2022 meeting as presented - **deferred**

Motion: To accept the Minutes from the August 3, 2022 meeting as presented - **deferred**

Motion: To accept the Minutes from the August 9, 2022 meeting as presented - **deferred**



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7. Staff Updates:

- Voucher Campaign Invoicing Extension Update – we are still missing \$5,200 in redeemed vouchers. We will give them to the end of the week before closing redemptions down, and should any businesses approach us after that, we will re-approach the Board.
- Fall Voucher Campaign – the proposed timeline is October/November. RTO has offered to give us to give us the branding for the Sweater Weather. It was noted that October is not a need period for guestrooms, wondering if the program has run its course, people aren't redeeming coupons. It was suggested that we change the dates to November/early December. There was discussion around changing the voucher options, and it was noted that RTO has tried numerous combinations of voucher options, and it has not increased business. In summary, it was noted that we have a good Marketing Budget for the fall, and that we should pause the Fall Voucher Campaign. There might be more excitement if we re-introduce the program in the Spring.
There was discussion around awareness marketing. A presentation of what is planned for the Fall will be presented at the next meeting.
 - Ottawa 3rd night free campaign overview – it was noted that all bookings for that program are booked directly through Ottawa Tourism with a central booking system.
- Eclipse Walk with Light Budget Discussion – the Budget was reviewed, capital has been separated from operational and some adjustments have been made.

8. New Business

- Board Vacancy Plan – Appointment of Vice President – **deferred**
It was noted that this is a requirement, primarily for signing purposes. We have been in touch with our Lawyer Rebekah Dunsmore of the Miller Law Group, to pull any loose ends together so that the transition to a DMO is as seamless as possible.
- Conflict of Interest – we are planning a refresher for all Board Members - **deferred**
- Reserve Investment – the concept of investing some of the Reserve in a short-term investments was discussed. Kelly Haywood to discuss the concept with Julia McKenzie and Rebekah Dunsmore and report back at the next meeting.

9. Adjournment & Next Meeting

The meeting was adjourned at 5:57 pm.

The next meeting date will be communicated in the coming week.