



MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom
April 18, 2023, 1:00 p.m.

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

1. Welcome and agenda approval

Motion: *To accept the agenda as presented.*

Amendment: Discussion regarding MSCLE project was added to the agenda.

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 March 23, 2023 meeting as presented*

Moved by: Chirag Patel

Seconded by: Nate Smith

CARRIED

4. Presentations

a. Tim Cantelon and Melissa Key, Sandhill Nursery Fall Festival

Tim and Melissa provided an overview of this event, which will run September 16-October 22, 2023 with free admission. Tour buses will be welcomed on weekdays for the first time in the event's five-year history. In the past, the festival has attracted more than 10,000 people each weekend. Last year they raised \$60,800 for Hospice Huntsville via voluntary donations. The 2024 event has a budget of \$200,000. Seeking HMATA funding of \$40,000 to help with the cost of artists, performers, and an interactive and educational play area which will remain in place following the event.

b. Kim Scott, Klahanie Community Garden

The garden started in 2010. Other than some launch funding from the Town of Huntsville and



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District of Muskoka, and more recent funding from a DoM Pay It Forward grant to help with fencing, the garden receives no other funding. It does, however, receive material donations from local businesses (plants, soil, etc.). The garden needs new fencing and soil, water containers and signage to move forward this year. Seeking \$43,000. (Note: Kim has also presented to Huntsville Town Council to ask for funding.)

5. New business

- a. Appointment of Marisa Kapourelakos (Holiday Inn) and Andrew Buwalda (Deerhurst) to the Board to fill current vacancies until the next AGM

The Board Chair introduced Marisa and Andrew, and each provided an overview of their background.

Motion: To appoint Marisa Kapourelakos and Andrew Buwalda to the HMATA Board of Directors as representatives of the Huntsville Lake of Bays Accommodation and Restaurant Association effective April 18, 2023, and until the next HMATA AGM.

Moved by: Steve Carr

Seconded by: Chirag Patel

CARRIED

- b. Appointment of President and Vice President

Nominations: Steve Carr nominated Jeff Suddaby for President; Nate Smith nominated Scott Morrison for Vice President

Motion: To appoint Jeff Suddaby as President and Scott Morrison as Vice President of the HMATA Board of Directors effective April 18, 2023, and until the next HMATA AGM.

Moved by: Chirag Patel

Seconded by: Steve Carr

CARRIED

- c. Resolution to rectify board deficiencies

Motion: To complete the minute book of the Corporation, be it resolved that in spite of any defects or irregularities in the proceedings of the Corporation, all acts and proceedings taken or reported to have been taken to the date hereof by the directors, officers and/or voting members of the Corporation or persons acting as such directors, officers or voting members of the Corporation, as disclosed by the books and records and financial statements of the Corporation and amended by these resolutions, except for willful neglect and fraud, are approved, ratified, adopted and confirmed for all purposes as set out in the Rectification document.



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Moved by: Scott Morrison
Seconded by: Chirag Patel
CARRIED

- d. Directors' register
Document updated and will be added to the corporate minute book.
- e. HMATA funding streams
Staff reminded Board members of the wording of provincial legislation ("Any amounts paid to an eligible tourism entity under subsection (2) [amounts provided by the MAT] shall be used by the eligible tourism entity for the exclusive purpose of promoting tourism.") and of previously agreed upon distribution of funds (MAT funds received less the cost of any HMATA attraction(s), marketing, and staffing will be distributed as follows: 50 per cent for partnerships (including Chamber, BIA, etc.), 40 per cent for community tourism collaboration and events, and 10 per cent for municipal-HMATA or other collaborations (this could include a tourism bursary for HHS or post-secondary students from Huntsville.)
For information only. Details to be reconsidered at a future meeting once DMMO process is complete.
- f. MSCLE project
Chair reminded Board members of the presentation by TriMuskoka re: installing freestanding fitness equipment at local parks, trails, and the indoor walking track. They had asked for \$400,000, and were still seeking approvals from the municipality.
Discussion: The Board likes the idea of the project. Comments included waiting to see how well received the first installation is before deciding whether to provide funding, to create a separate HMATA fund for capital investments, to ensure that the lower and perhaps upper-tier municipality are also providing funding, and whether the project has enough of a tourism draw to satisfy HMATA's mandate.
Motion: *To direct staff to decline immediate funding for the MSCLE project, and to report back following the installation of the project's first phase to determine its appeal to the community.*
Moved by: Steve Carr
Seconded by: Chirag Patel
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- g. Financial update and DMO plan
Staff provided a cash flow update and presented the beginnings of a budget for 2024 to open discussion on the future DMMO's structure. Staff also reminded Board members of the outcome of discussions with Town staff on March 24.

- h. Investments
Staff presented an option to place a portion of HMATA's existing funds in a higher-rate savings account (4.95% interest) at Scotiabank.
Motion: *To establish a reserve fund and move \$400,000 from HMATA's existing surplus into a high-interest savings account with Scotiabank.*
Moved by: Scott Morrison
Seconded by: Chirag Patel
CARRIED

- i. Presentations by Sandhill Nursery and Klahanie Community Garden
Discussion: Board members would like more information regarding Sandhill's request: will their funding ask help to bring bigger acts to town? Further discussion on both presentations deferred to the next meeting.

- j. HLOBARA AGM, bylaw changes
Staff noted that a HLOBARA AGM is overdue, and that changes to the organization's bylaws/process will be needed based on previous HMATA Board discussions, including ensuring that appointments to HMATA be from Huntsville-based businesses and that a minimum of three of four of those appointments be accommodators. Staff will arrange an AGM in May.

- k. HMATA AGM date
Staff noted that a HMATA AGM is overdue, and will arrange one in early June following the HLOBARA AGM.

- l. Conflict of Interest policy 2019
For information only. Presentation pending following AGM.

6. Staff update



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a. The Trekking Group/Eclipse

Staff provided an overview of the tour of Eclipse and other potential attraction locations with representatives from The Trekking Group.

Discussion 1:

The board discussion included wanting to have an attraction close to downtown, if possible; investigating other municipal properties as well as potential private property options; the need for a 'wow' factor; the potential challenges of insuring trampoline attractions; ensuring accessibility and safety as much as possible; and ensuring that if an attraction is lakeside it not be visible from the water.

Motion: To direct staff to further explore locations for an attraction in conjunction with The Trekking Group and report back to the Board at its next meeting.

Moved by: Nate Smith

Seconded by: Chirag Patel

CARRIED

Staff noted that the lights and Eclipse will be coming down in full or in part later in April, and were seeking direction from the Board whether to continue with the attraction in its present location given the discussions about new product development. Significant funds are required each session to install and remove the lights. Staff recommended moving the lights to downtown Huntsville for the coming season, including Town Hall, River Mill Park, the King Street walkway, and Kent Park.

Discussion 2:

Board discussion included future revenue generation, and how to differentiate the attraction from those in other municipalities.

Motion: To direct staff to remove the entire Eclipse light installation from Muskoka Heritage Place, and to consult with the Downtown Huntsville BIA and Town staff to explore options and obtain approvals for installing Eclipse-like lights downtown for winter 2023/24 with a budget up to \$200,000 and report back to the Board at its next meeting.

Moved by: Steve Carr

Seconded by: Chirag Patel

CARRIED

7. Adjournment & Next Meeting

- Next meeting



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

- **Adjournment**

The meeting adjourned at 3:14 p.m.

Moved by: Nate Smith

Seconded by: Steve Carr

CARRIED