Huntsville Municipal Accommodation Tax Association
MINUTES

Virtual Meeting held on **Thursday July 29, 2021** @ 3:00pm

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Present: Jesse Hamilton, Scott Doughty, Jeff Suddaby, Nate Smith, Karin Terziano, Steve Carr, Chirag Patel
Regrets:
Staff: Torin Suddaby, Barbara Bloomfield, Scott Ovell, Morgan Richter

1. **Welcome & Acceptance of Agenda**
   Motion to begin the meeting
   Be it resolved to accept the agenda as presented
   Moved by: Jeff Suddaby
   Seconded by: Nate Smith
   CARRIED

2. **Declaration of Conflict of Interest**
   No conflicts were brought forward.

3. **Minute Acceptance**
   Be it resolved to accept the minutes from the June 24th, 2021 meeting
   Moved by: Jeff Suddaby
   Seconded by: Scott Doughty
   CARRIED

4. **Discussions:**
   4.1. **Tourism Master Plan RFP review and direction to staff**
   Review of the amended proposed RFP:
   - Changed to be called Business/Marketing Plan for HMATA with recommendations for stakeholders to work in partnership with HMATA.
   - HMATA Board to provide list of stakeholders
   - Re-work wording in section 3 of Roles and Responsibilities for a more clear understanding that documents are for HMATA and recommendations only for stakeholders.
   - Evaluation criteria to be tweaked as follows:
     o Merge the two qualification categories and make value 20
     o Merge quality of approach/methodology and proposed work plan/schedule and make value 30
     o Change value of Understanding of objectives to 30

   Motion: Be it resolved that with the above revisions the draft RFP for Marketing Strategy & Business Action Plan, dated August 3rd, 2021 be accepted as presented.
   Motioner: Karin Terziano
   Seconder: Chirag Patel
   CARRIED

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5. **Appointment of Treasurer**
    Steve Carr accepted the appointment of Secretary/Treasurer.

6. **New Business**

7. **Adjournment**
    Be it resolved to adjourn meeting at 3:32pm
    Moved by: Jeff Suddaby
    Seconded by: Karin Terziano

Next Meeting:
Kelly Haywood will follow up with next meeting date and time.