



MINUTES

Virtual Meeting held on **October 20, 2022, 2pm**

Present: Jesse Hamilton, Karin Terziano, Steve Carr, Chirag Patel, Nate Smith
Regrets: Jeff Suddaby
Staff: Kelly Haywood, Torin Suddaby, Rhonda Christenson, Barbara Bloomfield
Guests: Lauren MacDermid, Morgan Lonsdale, Lauren Rodrigues, John Cowan

1. Welcome and Agenda Approval

MOTION: To accept the agenda as presented.

Moved by: Karin Terziano

2nd by: Nate Smith

CARRIED

2. Declaration of Conflict of Interest – none declared

3. Delegation - Huntsville Theatre Company, Lauren Rodrigues

After a brief summary and background introduction of the Huntsville Theatre Company (HTC) an ask of \$42K to help get the HTC back on its feet and open for business for the 2022/23 season.

Desire to bring Huntsville as a destination similar to Stratford. Looking to hire a permanent administration staff as well as a dedicated location. The HTC has not been successful in applying for grants.

Discussion: Not enough information to move forward on approval. Table this discussion for next meeting. Applicant will be given more direction by administration to better prepare for presentation.

4. Delegation – Huntsville Nordic Ski – John Cowan

After a brief summary of John Cowan's credentials and involvement in both local, provincial and national sports, an ask of \$12K for specialized equipment for races – digital display clock, rapidcam photofinish camera, offline server box, cell modem, timing loop, freeze cable and outdoor ethernet cable.

Discussion: Board would like to see provisions attached to funding on where equipment ends up should Huntsville Nordic Ski choose not to keep it, as well as direction on how to get the word out that equipment is available for rent.



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Motion: To fund the Huntsville Nordic Ski the amount of up to \$12K for the purpose of purchase the equipment outlined above.

Motioned by: Nate Smith

Seconded by: Steve Carr

CARRIED

5. Approval of Meeting Minutes

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

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

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

Motion: To accept the Minutes from the August 31, 2022, meeting as presented

Motioned by: Steve Carr

Seconded by: Chirag Patel

CARRIED

6. Staff Updates:

- Eclipse Walk with Light – Installation has started, and we are on target for timing.
 - Downtown installations coming once MHP completed
 - Some changes this year, as well as additions.
 - Opening date November 11th, 2022
 - Sneak Peek date November 10th, 2022
- Winter Marketing Presentation
 - Presentation on how the Fednor grant from 2020 (that was deferred until 2022) of \$191K was leveraged for total budget of \$519,500 of which \$403,600 goes directly towards digital marketing campaigns, content writing, website enhancements, signature events, photography and video. Remainder of funds to go towards administration, including a youth intern.
 - Plenty of content we already have and more to come, all which will be shared and encouraged to be used.



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7. New Business

- Strategic Plan

- Board reviewed the draft sent in by Floor 13, and make the following changes:
 - Change the current Vision and Mission statement

Vision was:

We will become Ontario's most successful resort destination, with an engaged tourism industry and community providing year-round urban and rural experiences that reflect the allure of Muskoka.

New proposed Vision:

We will become Ontario's most visited year-round destination made possible by our engaged community and tourism industry.

Mission was:

Our Mission is to generate year-round sustainable growth of Huntsville's visitor economy, by working with our local and regional partners to inspire visitors to enjoy our unique brand of community hospitality and Muskoka experiences.

New proposed Mission:

Our Mission is to inspire year-round sustainable growth of Huntsville's visitor economy, by working with our local and regional partners to motivate visitors to enjoy our unique brand of community hospitality and Muskoka experiences.

- Remove wayfinding
- Timing – Establish DMO in collaboration with municipality

Motion: to adopt the Strategic Plan presented by Floor 13 with the above-mentioned changes and present to Town Council at the November 7th, 2022, meeting

Motioned by: Jesse Hamilton

Seconded by: Steve Carr

CARRIED

8. Adjournment & Next Meeting

The meeting was adjourned at 3:57 pm.

Motioned by: Chirag Patel

The next meeting date will be November 18th, 2022, at 11am.