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## MINUTES

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

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**Present:** Jesse Hamilton, Karin Terziano, Steve Carr, Chirag Patel, Jeff Suddaby  
**Regrets:** Nate Smith  
**Staff:** Kelly Haywood, Wendy Laver, Rhonda Christenson  
**Guests:** John Dunn, Patrick Kelly, Torin Suddaby, Lauren MacDermid

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Note that as we were waiting for a quorum, we proceeded with our 3<sup>rd</sup> item on the Agenda.

### **3. FLOOR13 Presentation – see attached document [“HMATA Strat Plan Visioning session results themes and proposed strategic priorities summary 06-22”](#)**

Based on input from the Stakeholder (tourism players, Chamber members) Visioning Session on June 14 and additional phone calls and zoom meetings, the attached document was created for review and direction from the Board.

It is based on 4 pillars as identified here:

- i. What is the DNA of Huntsville, our strengths and weaknesses that identify us from our neighbouring communities in Muskoka?
- ii. Where does Huntsville fit into the Muskoka Brand?
- iii. What are the expectations of HMATA going forward?
- iv. What is the Strategic Plan’s Holy Grail?

General discussion included:

Brand – ours needs to mesh with Muskoka. Floor 13 has been in contact with the Town and the branding development.

Vision and Mission – Floor 13 will make 3 proposals

Proposed Strategic Development

- Establish a Tourism Bureau as an independent entity. A Destination Marketing Organization (DMO) with a dedicated Executive Director and Marketing Manager
- Growth for the shoulder and winter seasons
- Sustainable Tourism practices with movement towards potential accreditation
- DMO would be marketing focused with potentially the Town handling events/operations
- The Chamber has been acting as our DMO by default for a long time, money has until now (with HMATA) been an issue, Tourism has always been the focus, as directed by the Chamber Members
- Concerns were expressed about what the Chamber would become
- Chamber has been looking at their Strategic Plan, but also waiting for clear understanding of HMATA’s direction. HMATA will want the input from the business community.



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- DMO to develop ideas and fund them [marketing – media relations, travel trade shows (large sales component), digital and social media]
- DMO would need a Board of Directors, By-Laws etc., new branding so it makes sense
- Would be very straight forward to flip the current incorporation from HMATA to a DMO
- Floor 13 feels strongly that Huntsville deserves an independent DMO, as we are such a significant tourism destination
- Each pillar needs a plan behind it
- Work on community relations so that residents understand our mission

Summary: for us to become the DMO for Huntsville, stay steadfast on a 4-season destination, which means the bulk of our focus will be on shoulder seasons, leveraging RTO, MTMA to assist with these outcomes, in a sustainable way. DMO to market, promote growth and create events, experience from visits to be as world class as possible.

Board to email all Board Members and Floor 13 by 4:00 pm tomorrow with any questions or concerns, otherwise Floor 13 will proceed in developing a 1<sup>st</sup> draft of the Strategic Plan to be presented by mid to late September, hopefully with a full plan in place by mid fall.

### 1. **Welcome and Agenda Approval**

A quorum was established.

**Motion: Be it resolved to accept the agenda as presented**

**Moved by:** Steve Carr

**Seconded by:** Karin Terziano

**Carried**

### 2. **Declaration of Conflict of Interest**

There were none.

### 4. **Delegation: OktoberFest/Maple Leafs Alumni Hockey Game**

Kelly Haywood presented a preliminary request for the Maple Leaf Alumni Hockey Game (MLAHG) on behalf of the Rotary Club of Huntsville of approximately \$15,000.00. The onetime event will run on Saturday, October 22, the same weekend as the annual OktoberFest. A Celebrate Grant was declined for OktoberFest due to an administrative issue by the MTMA. The MLAG is hoping to get



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Wendell Clark, also bring their Mascot, Carlton the Bear on the Friday and to partner with the accommodation sector for potential packaging of tickets.

It was noted that though we would like to support events that would be recurring, it would also be positive to support the Rotary in this initiative. They won't know what big names they can draw for the event until they know how much money they have at their disposal. It was noted that it would be interesting to know their projections in ticket sales should they get the big names they are hoping for. More documentation will be presented at the next meeting.

### 5. Approval of Meeting Minutes

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

### 6. Review and Approval of Financial Reports - deferred

### 7. Staff Updates: - deferred

- Voucher Campaign Update
- Eclipse Walk with Light

### 8. Council Presentation Review

June 29, 2022 at 9:00 am – follow-up discussion - **deferred**

### 9. New Business - deferred

- Board Vacancy Plan
- Conflict of Interest - clarification

### 10. Adjournment & Next Meeting

**Motion: Be it resolved to Adjourn the meeting**

**Moved by: Jesse Hamilton**

**Seconded by: Steve Carr**

**CARRIED**

Next Meeting – August 9 or 10, at 3:00 pm, Kelly Haywood to confirm.