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## MINUTES

In-person meeting held at 3 Guys and a Stove and on Zoom  
**May 23, 2023, 2:30 p.m.**

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**Present:** Jeff Suddaby, Scott Morrison, Steve Carr, Chirag Patel (Zoom – left prior to TPA discussion), Nate Smith, Marisa Kapourelakos, Rachel Hunt, Bob Stone, Andrew Buwalda (arrived at beginning of staff updates)

**Regrets:** none

**Staff:** Kelly Haywood, Barb Bloomfield; Dawn Huddlestone, Rhonda Christenson (Zoom)

**Guests:** Lauren MacDermid, Town of Huntsville; Kirstin Maxwell, Town of Huntsville (Zoom)

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### 1. Welcome and agenda approval

*Motion: To accept the agenda as presented.*

Moved by: Nate Smith

Seconded by: Marisa Kapourelakos

**CARRIED**

### 2. Declaration of conflict of interest – none

### 3. Approval of meeting minutes

*Motion: To accept the minutes from the May 2, 2023 meeting as presented*

Moved by: Steve Carr

Seconded by: Nate Smith

**CARRIED**

### 4. Presentations

#### a. HLOBCC, Bonfire Sessions

Staff get many inquiries about what there is to do in town, despite the abundance of things there are already to do. This idea is for all ages, visitors, and locals to come together for a quintessential outdoor experience. Would feature local musicians on Friday and Saturday nights (one musician per week). They will encourage people to bring their own instruments to participate. Looking at public beaches and Lions Lookout as possible venues, as well as private locations. Potential start date: July 1. See presentation in the agenda package.

**Discussion included:** need for insurance, adjustment if there is a fire ban, grant application to the province (if received, the Chamber would return \$12k of the \$24k ask).

#### b. HLOBCC, Group of Seven Outdoor Gallery

A number of the older murals are starting to fade or are in disrepair. The murals are the number one attraction that the Chamber gets questions about. The Chamber recently participated in a



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FAM tour of Huntsville, and the murals were really popular – wanted more info, wanted to take photos with them, etc. Gerry Lantaigne has wanted to do an audio tour for years. May need a headset option for accessibility, in addition to something like QR codes. Suggest a stakeholder group including Gerry, Chamber, BIA, etc. and pick 10 murals to update, create an audio tour, update the website, and really just bring it back to life. See presentation in agenda package.  
**Discussion included:** possibility of expanding mural project beyond Group of Seven to include musicians, for example (e.g. Shania Twain), look for opportunities to install more murals where there are gaps/ugly stretches of exterior walls, directing people to website for more information using QR codes or including interactive experience, photo ops for tourists, Group of Seven fatigue among locals but popular with tourists, retouching should be the priority, whether brochures should continue to be displayed at each mural (too exposed to rain/sun so they get soggy or fade), distributing postcards/brochures to hotels.

### 5. Staff updates

#### a. HLOBARA

Steve Carr provided an update on the HLOBARA AGM – didn't have quorum so a virtual meeting has been scheduled for May 25.

Staff noted that there is more participation from hotels than restaurants, and discussion may be needed at the 2024 AGM to determine future of the group (perhaps just Huntsville Hotel Association charged with electing members to HMATA board)

#### b. Spring Into Huntsville

Staff provided an update on the campaign. Registration uptake was not as high as in the past. HMATA spend will be significantly less than projected – likely less than \$25,000 vs. the projected \$72,500 (final numbers won't be known until all redeemed vouchers have been submitted). See update in agenda package.

#### c. Muskoka 2/4 Craft Beer Festival

Thanks to HMATA for supporting the festival. Lots of great music, games. Good attendance considering the rainy morning. Had ponchos available for people to buy for \$2. Heard great feedback from attendees. Was fundraiser for HHF, too. 470 tickets presold (95% showed up), and another almost 400 sold at the gate. Event usually draws 1,500 in good weather. Had new food, beer, and spirits vendors this year, and all were happy with the attendance.

**Discussion included:** parking continues to be an issue especially people with mobility issues (lots of complaints at AO about the River Mill Park lot being closed, even though it was empty on Friday), vendors also need better area to unload, hosting the event elsewhere (close Main St,



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move to fairgrounds), staff to check with BIA what economic impact of this is for downtown businesses.

d. Financial update

Chair reminded board of HMATA's original pillars, within which funds are allocated. Asked staff to prepare a chart showing 2023 spend to date plus projected for the remainder of the year, plus projected spend for 2024 based on budget. The budget will be presented at the next meeting for final discussion and approval. The pillars have remained largely the same, but the percentage of funds allocated to each is proposed to change from 2023 to 2024, based on projected revenue: annual partnerships, including the Chamber, BIA, HfA (from 22% to 13%); attractions/product development, including Eclipse (from 30% to 50%); marketing (from 13% to 11%); administration (from 21% to 17%); community tourism collaboration and events (from 13% to 8%); and sponsorships/non-profits (remains at 1%). The Chair noted that HMATA the amount allocated to partnerships has been significant of late, and HMATA's administration costs will increase once it formally becomes a DMMO. This model needs to be firmed up over the next few months so that the HMATA board has clear direction. Suggested that sponsorships/non-profit funding should be determined by who is affected by HMATA's activities; e.g. bringing more people to town affects the hospital, can also impact the environment.

Staff reminded the board that provincial legislation requires that MAT funds disbursed by HMATA must be tourism-related.

See agenda package for financial update, as well as pie charts attached.

### 6. New business

a. HMATA AGM

Tentative date June 27 – HLOBARA, BIA, and Chamber all need to re-appoint representatives before that date, and the accounting firm needs more time to complete the year-end financials.

b. Letter to Town re: TPA

**Motion:** To forward the prepared letter to Town staff to initiate discussions regarding a new Transfer Payment Agreement.

Moved by: Scott Morrison

Seconded by: Nate Smith

**CARRIED**

### 7. Closed session

The Chair asked to enter closed session with voting members of the Board only to further discuss details regarding recruitment of an Executive Director.



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**Motion:** *To enter closed session.*

Moved by: Steve Carr

Seconded by: Nate Smith

**CARRIED**

**Motion:** *To direct the Town of Huntsville staff to utilize the Executive Director Recruitment document as drafted.*

Moved by: Andrew Buwalda

Seconded by: Marisa Kapourelakos

**CARRIED**

**Motion:** *To approve up to \$2,500 to spend on marketing for the Executive Director position.*

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

**CARRIED**

**Motion:** *To direct the Town of Huntsville Staff to post the position of Executive Director effective August 1, 2023 with the target starting date of October 1, 2023.*

Moved by: Nate Smith

Seconded by: Andrew Buwalda

**CARRIED**

**Motion:** *To leave closed session.*

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

**CARRIED**

### 8. Next meeting & adjournment

- **Next meeting**

The next meeting will be held on Tuesday, June 13, 2023 at 2:30 p.m. at 3 Guys and a Stove.

- **Adjournment**

**Motion:** *To adjourn the meeting at 4:07 p.m.*

Moved by: Scott Morrison

Seconded by: Marisa Kapourelakos

**CARRIED**