

Huntsville Municipal Accommodation Tax Association

MINUTES

Special Virtual Meeting held on Friday April 22nd, 2022 @ 11am

Present: Scott Doughty, Nate Smith, Karin Terziano, Steve Carr, Chirag Patel, Jeff Suddaby

Regrets: Jesse Hamilton

Staff: Kelly Haywood, Barbara Bloomfield

Guests: Morgan Lonsdale, Lauren MacDermid

1. Welcome & Acceptance of Agenda per Special Meeting Protocol

Motion to begin the meeting at 11:01am

Be it resolved to accept the agenda as presented

Moved by: Steve Carr

Seconded by: Nate Smith

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. Discussions:

3.1. Floor13

- Team was here this week, through conversations it was determined that a Strategic Plan was pertinent to have in place first and from that the annual action plans can be developed.
- Increase to \$28K from approved \$22K to allow Floor13 to move in that direction.
- Would suggest adding a \$2K buffer as the above number does not include any travel expenses. Travel expenses would be approved by this Board prior to any reimbursement.

Motion to approve \$28,000 for the Floor13 project to include both strategic plan and action plans.

Moved by: Steve Carr

Seconded by: Chirag Patel

CARRIED

Motion to allow Kelly Haywood to approve up to \$2,000 in travel expenses for the Floor13 team to visit to carry out the strategic plan and action plans.

Moved by: Steve Carr

Seconded by: Nate Smith

CARRIED

3.2. Extension of Spring into Huntsville Voucher Campaign

- There are approximately 300 of the 500 packages sold, cut of is set for April 25th.
- Asking to extend that date for another week, which has happened the last two times that Explorer's Edge have run this type of program. This will allow our Team to work with providers as well as marketing to reach more consumers.

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Motion to extend the cut off date for the Spring into Huntsville Voucher program one week until May 2nd, 2022.

Motioned by: Steve Carr

Seconded by: Jeff Suddaby

CARRIED

4. Adjournment

Be it resolved to adjourn meeting at 11:16am

Moved by: Steve Carr