

Huntsville Municipal Accommodation Tax Association

MINUTES

Meeting held on **Tuesday, 25th, 2019 @ 3:00 pm.**
Council Chambers

Present: Scott Aitchison, Scott Doughty, Kaushal Gandhi, Jesse Hamilton, Christine Kropp,
Matthew Phillips, Jeff Suddaby

Staff: Kelly Haywood, Kirsten Maxwell, Scott Ovell, Morgan Richter, Terri Tebby (recording secretary)

1. Review of Last Meetings Minutes

1.1. Approve Minutes – June 4th, 2019

Be it resolved that the minutes of the June 4th, 2019 meeting be accepted as presented.

Moved by: Christine Kropp

Seconded by: Jeff Suddaby

CARRIED

2. Previous Business

2.1. Mission & Vision

2.1.1. Approve Mission and Vision Statements

- Discussion regarding the mission, vision and core values took place
- **Mission: To grow year round occupancy in Huntsville**
- The board agreed that growing occupancy in Huntsville is their number one focus. This mission represents what the board is set to accomplish and is both measurable and trackable
- **Vision: To be the best tourism destination in Ontario**
- The board determined this vision is a realistic statement that will be supported by core values to help move them forward
- **Values: We value... Being collaborative, being creative, being progressive, being inclusive and our natural environment**
- These values were selected by the board to help guide them towards accomplishing their mission and vision statements
- Risk taking, driving growth for the greater good, leading the way were all discussed and determined they fall under collaboration

Be it resolved that the mission, vision and values be accepted

Moved by: Scott Aitchison

Seconded by: Scott Doughty

CARRIED

2.2. Strategic Planning

- Scott O has spoken to a consultant regarding the relationship between the HMATA Board and the Town. He spoke about feasibility, time frame, approximate budget
- The final outcome is to create a community based tourism and economic development strategy that looks at tourism and economic development in Huntsville as a whole
- This plan will provide guidance and the framework that each partner can use to develop their yearly operational plans
- The strategic plan would be adopted by all boards involved, and all agencies would build their operational plan from one document, providing an opportunity for the Town and HMATA to work together
- A consultant will want to sign an agreement with one agency which Scott suggests be the Town
- Potential start date in the fall would allow the consultants the ability to see what happens after the October long weekend (beginning of shoulder season). Document ratified by the end of January
- An approximate budget of \$30,000 - \$40,000 will be required
- It was noted that the HMATA board will still need to develop their own operational plan, however this strategic plan will provide helpful information to benefit their operational plan
- The HMATA board will have the opportunity to provide input to the scope of work so that they benefit
- Concerns were raised by board members that this plan will cost a large sum of money and may take too long to complete. It was reminded that a strategic plan will provide valuable stakeholder and community input that will benefit the board moving forward
- Kelly and Scott will work together to develop the scope of work and deliverables so the HMATA board can view what their return on investment will be

3. New Business

- Banking: Kelly will prepare a matrix of banking fees so the board can select which institute they wish to use
- Airbrb Update: Council ratified staff move forward with the short term rental licensing fee project. Katie Love will be assisting with this project for the Town
- Administration: Currently the Town of Huntsville has been offering administrative services to the HMATA board with assistance from the Chamber. The board advised they would like to have one group focus

on administration. Kelly advised she has received permission from the Chamber board to offer administrative services to the HMATA board. The board agreed that having the Chamber focus on administrative services will allow the Town to focus on the short term vacation rental project.

Be it resolved that the Huntsville/Lake of Bays Chamber of Commerce provide administrative support to the HMATA board as discussed.

Moved by: Matthew Phillips

Seconded by: Scott Doughty

CARRIED

4. Adjournment

4.1. Next Meeting Date – July 9th, 3:00 pm – Council Chambers

Be it resolved that the meeting be adjourned at 4:50 pm

Moved by: Scott Aitchison

Seconded by: Jeff Suddaby

CARRIED