

Huntsville Municipal Accommodation Tax Association

MINUTES

Meeting held on **Wednesday September 25th, 2019 @ 3:00pm**
Deerhurst Resort

Present: Jesse Hamilton, Kaushal Gandhi, Nancy Alcock, Scott Doughty, Jeff Suddaby, Christine Kropp, Chirag Patel, Ken Patel

Staff: Kelly Haywood, Barbara Bloomfield, Scott Ovell, Morgan Richter, Torin Suddaby

1. Welcome

1.1. Approve Agenda as presented

Be it resolved that the agenda be accepted as presented

Moved by: Scott Doughty

Seconded by: Jeff Suddaby

2. Review of Last Meetings Minutes

2.1. Approve Minutes – August 27th, 2019

Be it resolved that the minutes of the August 27th, 2019 meeting be approved as presented.

Moved by: Jeff Suddaby

Seconded by: Scott Doughty

CARRIED

3. Previous Business

3.1. MAT Partnership Program

- Interim document until long term marketing strategy program in place.
- In-kind monies quantified; cash percentage needed. Will provide a budget template to be able to compare applications. Describe in-kind donations in detail. Must provide support (letter from donor)
- Year end financials either from previous years' event or from applicant themselves
- Fully intend for this board to support applicants through the application process
- Main focus on application is "heads in beds", must also align with values set out by Board
- Remove line in proposal of maximum \$25,000 under funding section.
- Disbursement of Funding – send to lawyer for sound agreement
- Clarification on secured funds or potential funds – confirmation required after initial approval of application.
- This Board will have final decision – no need for sub committee for review of applications. Staff will vet applications prior to presentation to Board.

- Application to be approved for public in next two weeks – application deadline end of November.
- Application review (check list) at end of application, with check boxes.
- Kelly will work on final report template.
- Some discussion on value of weighting each portion of application
 - o 100% should be on accommodation
 - o After that being met – in line with Board values.
- Statement to release the Board et al, from any responsibility in relation to applied for event. This is legalese and should be in agreement.
- Agreed to table discussion on Agreement portion for another meeting.
- After budget – application should clearly outline occupancy by date, and average daily rate (ADR). After that – each value should be weighted equally.
- Require detailed marketing plan.
- Outlined on application, the Town is not eligible for grant application.

3.2. Press Release

- Review of Press Release as presented.
- Kelly to release tomorrow

3.3. Financial Update

- Projections adjusted for the months of Nov (to match April), Dec (to match May)
- Draft budget for 2020
 - o Audited statements requested (need to add in more for accounting fees)
 - o Administration costs may be high, will need to look at
 - o Legal amount heavy this coming year but will dwindle down
 - o Based on pillars that were discussed at prior meeting
 - Partnerships (50%)
 - Product & Program Development (40%)
 - Community Strategy Initiatives (10%)
- Table remainder of discussion for next meeting, based on people not being here, and motion to vote.

4. Adjournment

- Next Meeting Date – Thursday October 10th, 1:00 pm – Location Mill on Main