

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Meeting held on **Thursday October 10<sup>th</sup>, 2019 @ 1:00pm**  
Mill on Main

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Present: Jesse Hamilton, Kaushal Gandhi, Nancy Alcock, Scott Doughty, Jeff Suddaby, Christine Kropp, Matthew Phillips  
Guests: Chirag Patel, Ken Patel  
Regrets: None  
Staff: Kelly Haywood, Barbara Bloomfield, Scott Ovell, Morgan Richter, Torin Suddaby

### 1. Welcome

Approve Agenda as presented

**Be it resolved that the agenda be accepted as presented**

**Moved by:** Jeff Suddaby

**Seconded by:** Nancy Alcock

**CARRIED**

### 2. Review of Last Meetings Minutes

Approve Minutes – September 25<sup>th</sup>, 2019

**Be it resolved that the minutes of the September 25<sup>th</sup>, 2019 meeting be approved as presented.**

**Moved by:** Matthew Phillips

**Seconded by:** Scott Doughty

**CARRIED**

### 3. Previous Business

#### **MAT Partnership Program**

- Torin will send out log in link for Board to test how the application process will work, once reviewed by a lawyer, please respond with your feedback.
  - o Staff suggested that recipients submit invoices or receipts to be paid by HMATA rather than providing lump sum cash.
- List each core value on a separate line for recipient to answer (currently on one-line listing all)

**Be it resolved that the draft Partnership Program was accepted as presented with the direction to staff to seek legal advice.**

**Moved by:** Matthew Phillips

**Seconded by:** Jeff Suddaby

**CARRIED**

#### 4. Financial Update

##### Financial Model

- Discussion on the difference between “Collected” and “Cheque Issued”
  - o at times there may be a delay from when ORHMA issues a cheque to the town for, and what has been collected. These two columns give a clear picture.
- Model discussion/review
  - o Partnerships – 2 intakes per year
  - o Product & Program Development – gives board the opportunity to seek out program(s) if Partnerships do not fill a gap or a need – i.e. incentive to visit, or specific marketing plan during a specific period of time
  - o Community Strategic Initiatives – allows the Board to partner with municipal collaborative initiatives.
- BIA is not considered Town in this model
- When setting budget – use the Total Reported column to base comparison on.
- Administration discussion
  - o Taking both bookkeeping and accounting out of the equation, \$40K is a number the committee is comfortable assigning at this time.
  - o Will go to RFP for interested parties in providing admin services
    - If dollar figure is not provided in the RFP, then scope must be specific
    - Chamber not to be involved in RFP development, meeting will occur in camera.
  - o A concern was raised that if the Chamber were to apply for the administration of the committee and also were to apply for partnership funding that there may be optics to consider.

**Be it resolved that the Financial model presented was accepted as presented.**

**Moved by:** Nancy Alcock

**Seconded by:** Jeff Suddaby

**CARRIED**

#### 5. Airbnb Update

- Town hosting Open House/Public Input sessions regarding Short Term Rentals in Partner’s Hall:
  - o October 22<sup>nd</sup> and 23<sup>rd</sup>, Noon to 8pm.
  - o Saturday October 26<sup>th</sup>, 10:30am-12:30pm
- Fact Sheets will be posted and one on one conversations
- Collecting feedback and will present findings to Committee on November 13<sup>th</sup>
- Securing a 3<sup>rd</sup> Party Compliance Agency
- Current proposal – if main residence, license fee \$500, if 2<sup>nd</sup> residence, fee \$1000
- Proposing to amend zoning when home is licensed.
- October 24<sup>th</sup>, 3pm meet with HLOBARA.

#### 6. New Business

- Banking – will look into own bank account to transfer funds from Town

#### 7. Adjournment

**Be it resolved that this meeting was adjourned.**

**Moved by:** Jeff Suddaby

Next Meeting Date – Thursday October 31<sup>st</sup>, 3:00 pm – Location Mill on Main