

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Virtual Meeting held on **Wednesday May 6, 2020 @ 2:00 pm**

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**Present:** Jesse Hamilton, Jeff Suddaby, Scott Doughty, Christine Kropp, Mathew Phillips  
**Staff:** Kelly Haywood, Bill Farnsworth, Torin Suddaby, Scott Ovell, Morgan Richter, Kirsten Maxwell  
**Guests:** Bob Stone

### 1. Welcome

Approve Agenda as presented

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

**Moved by:** Christine Kropp

**Seconded by:** Jeff Suddaby

**CARRIED**

### 2. Declaration of Conflict of Interest

No conflicts were brought forward.

### 3. Approval of Minutes

**Be it resolved that the minutes from the April 23, 2020 meeting be accepted as presented.**

**Moved by:** Scott Doughty

**Seconded by:** Christine Kropp

**CARRIED**

### 4. Discussion of Community Recovery Marketing Plan

Discussion began with budget. Bob Stone discussed that the Town of Huntsville could potentially commit \$50,000, plus an additional \$25,000 if Ironman triathlon is cancelled. The question was asked if the Town would commit a portion of the council approved \$500,000 for recovery. Bob Stone said that decisions have not yet been made with regard to this money. Other partners, including the Huntsville/Lake of Bays Chamber of Commerce and Downtown Huntsville BIA, will also commit money to a Community Recovery Plan. Concern was expressed about continuing to lobby the Town for more funding.

Bob Stone said the Town is very excited about another voucher style program similar to the previous Winter Wonders Voucher partnership with RTO-12 and asked for more details about voucher redemption data. Jeff Suddaby said that some retailers were slow submitting voucher receipts so new cheques are still being issued. James Murphy to present final report when all receipts are received. Bob Stone also advised the group that there is a meeting planned the next week with representatives from community organizations and other stakeholders to talk about recovery plans.

Gift Card Voucher Program discussed. Concern was again expressed that gift card vouchers may not align with the MAT Board's mission. Jesse Hamilton reiterated the idea from the previous

meeting that an amount of money, to be determined later, be split between tourism businesses that are currently selling gift cards. The cards would be purchased “soon” and given as “delighters” to hotel guests once tourism recommences. It was decided to discuss this and other parts of the program after the meeting with the Town and stakeholders. The decision was made to adjourn the meeting until after this meeting takes place.

**5. Adjournment**

**Be it resolved to adjourn meeting at 3:15 pm**

**Moved by:** Jeff Suddaby

**Seconded by:** Christine Kropp

Next meeting date to be determined.