

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Virtual Meeting held on **Monday June 1, 2020 @ 11:30 am**

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**Present:** Jesse Hamilton, Karin Terziano, Jeff Suddaby, Christine Kropp, Scott Doughty, Mathew Phillips,  
**Staff:** Kelly Haywood, Bill Farnsworth, Scott Ovell, Kirsten Maxwell  
**Guests:** Larry Filler and Vito de Fillipis from Environics Analytics

### 1. Welcome

Approve Agenda as presented

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

**Moved by:** Scott Doughty

**Seconded by:** Christine Kropp

**CARRIED**

### 2. Declaration of Conflict of Interest

No conflicts were brought forward.

### 3. Approval of Minutes

**Be it resolved that the minutes from the May 26, 2020 meeting be accepted as presented.**

**Moved by:** Jeff Suddaby

**Seconded by:** Scott Doughty

**CARRIED**

### 4. Environics Presentation and Discussion

Larry Filler and Vito de Fillipis were present from Environics Analytics. The following are the highlights of their presentation:

- Environics has been working with a number of tourism organizations for many years, including with Destination Canada for 2 years. Destination Canada has made much of their Environics data available for free and would be a good place to start any research.
- Environics collects data by postal code, including demographics such as age, income, social class and travel patterns, as well as psychographics such as behaviour and motivators.
- The company also has access to “anonymous mobile device data” which allows them to track a mobile device that comes to the region from more than 60km away and stays within Huntsville from 6pm-8am and can be tracked back to a postal code.
- Environics aggregates data from multiple sources to report on trends such as comparisons of number and percentage of travellers from select postal codes week by week or even year over year.

When asked if Environics Analytics could provide data on travel intentions, the response was that they have a “sister company” that can provide that type of data.

When asked for a recommendation of where the Board should go from here, it was suggested to partner with an organization like RTO-12 to obtain postal code information from actual tourism businesses to be placed in the Environics database to make their data more applicable to our Town specifically.

#### **5. Discussion of Community Recovery Marketing Plan**

Kelly Haywood informed the group that the Town of Huntsville has agreed to partner in the proposed collaborative recovery marketing plan. She presented an initial budget for a collaborative marketing plan. It was decided to call another meeting to discuss the financial budget surrounding the Recovery Marketing Plan in order to allow the full Board to be present and have input on the financial decisions.

#### **6. Adjournment**

**Be it resolved to adjourn meeting at 1:10 pm**

**Moved by:** Jeff Suddaby

**Seconded by:** Christine Kropp

Next meeting date to be held virtually on Tuesday June 9 at 3:00pm.