

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Virtual Meeting held on Tuesday June 9, 2020 @ 3:00 pm

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

### 1. Welcome

Approve Agenda as presented

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

**Moved by:** Mathew Phillips

**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 June 1, 2020 meeting be accepted as presented.**

**Moved by:** Jeff Suddaby

**Seconded by:** Scott Doughty

**CARRIED**

### 4. Discussion of Huntsville/Lake of Bays Chamber of Commerce Recovery Digital Marketing Plan

Kelly Haywood presented a proposal for a Recovery Digital Marketing Plan for the HLOB Chamber. The plan would reallocate \$30,000 of the money provided to the Chamber from the MAT Board which was to be spent on events that have been cancelled due to COVID-19. The new proposal would spend \$15,000 on website upgrades to the Huntsville Adventures tourism website for design improvements and search engine optimization. The remaining \$15,000 would become the Chamber's investment into the collaborative Huntsville and Lake of Bays Recovery Digital Marketing Plan. A motion was made to approve the reallocation of funds.

**Be it resolved that the HLOB Chamber of Commerce will reallocate \$30,000 of their MAT funding, \$15,000 for website upgrades and \$15,000 toward the collaborative Marketing Plan.**

**Moved by:** Jeff Suddaby

**Seconded by:** Christine Kropp

**CARRIED**

## 5. Discussion of Huntsville and Lake of Bays Collaborative Recovery Digital Marketing Plan

Kelly Haywood presented the most recent proposal for a collaborative community Recovery Digital Marketing Plan for Huntsville and Lake of Bays. The plan will create digital content to be marketed through social media and the Huntsville Adventures website. The content plan would be implemented in 3 steps: 1) “Escape the Great Outdoors” – content to be developed to promote the region as a safe space to travel and escape to nature; 2) “Book Your Stay” – content to be focused on available accommodations in the region; 3) “Huntsville and Lake of Bays are Open for Business” – content to be developed to promote the region as safe and open for business and to highlight the region’s unique experiences and opportunities. The plan as presented had the following budget attached:

<b>REVENUE</b>	
HLOB Chamber of Commerce (Confirmed)	\$ 15,000.00
Town of Huntsville (Confirmed)	\$ 30,000.00
HMATA (Pending)	\$ 30,000.00
Township of Lake of Bays (Pending)	\$ 10,000.00
BIA (Confirmed)	\$ 5,000.00
RED (Confirmed)	\$39,000.00
<b>Total Revenue</b>	<b>\$ 129,000.00</b>
<b>EXPENSE BREAKDOWN</b>	
Digital Marketing Campaign	
Content Creation	\$ 13,000.00
Media Buys	\$ 90,000.00
Content Page Design	\$ 2,000.00
Photography & Video	\$ 20,000.00
Creative Strategy	\$ 2,000.00
Tracking / Reporting	\$ 2,000.00
<b>Total</b>	<b>\$ 129,000.00</b>
<b>Total Expenses</b>	<b>\$ 129,000.00</b>

\*FedNor has also been approached to further enhance the digital marketing campaign budget. Details to follow.

The Town of Huntsville has committed \$30,000 and Kelly asked the MAT Board to match that figure. Kelly advised the Board that an Expression of Interest will be created to approach marketing agencies. Jeff Suddaby asked if this plan would utilize local content writers and photographers and Kelly said yes where possible. Jesse Hamilton asked if a letter to FedNor

from the MAT Board would speed the approval process for FedNor funding. Kelly will talk to Ron B egin from FedNor about whether such a letter would be helpful.

Kelly Haywood asked the Board for their input into the timing of the launch of the Digital Marketing Plan. Jesse Hamilton responded that he feels the RTO-12 Fuel and Fun campaign will be marketed in the fall, so this plan should have a strong focus on getting money in the market for summer. He would like to see the program up and running by July 15. A motion was made to approve the MAT Board's contribution to this collaborative Digital Marketing Plan.

**Be it resolved that the HMATA Board approves the spending of \$30,000 to contribute to the Huntsville and Lake of Bays Collaborative Recovery Digital Marketing Plan.**

**Moved by:** Christine Kropp

**Seconded by:** Mathew Phillips

**CARRIED**

#### **6. Discussion of RTO-12/Explorers' Edge Fall Fuel and Fun Campaign**

Discussion was had about the MAT Board allocating funds for a digital marketing campaign, to market Huntsville specifically, to run concurrently with RTO-12's planned fall Fuel and Fun campaign. The Board agrees that this spending is a reasonable way to add value to this campaign for a Huntsville specific focus. A motion was made to approve the spending of \$40,000 to amplify the fall Fuel and Fun campaign.

**Be it resolved that the HMATA Board spend \$40,000 to amplify the RTO-12 fall Fuel and Fun Program.**

**Moved by:** Christine Kropp

**Seconded by:** Mathew Phillips

**CARRIED**

#### **7. Discussion of Further Marketing Ideas**

Several ideas for additional means of marketing the region were discussed. These include the potential "Holiday in July" proposal where a customer who pre-purchases in July for overnight accommodations over the 2 weeks of Christmas will receive \$100 off of their room fee, with the \$100 being repaid to accommodators with MAT Board funding. Another idea proposed was to hire social media influencers to the region. Kelly Haywood said she would do some research into the costs involved in hiring influencers.

#### **8. Adjournment**

**Be it resolved to adjourn meeting at 4:00 pm**

**Moved by:** Christine Kropp

**Seconded by:** Mathew Phillips

Next meeting date to be held virtually on Monday June 22 at 1:00pm.