

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on **Wednesday August 19, 2020 @ 2:00 pm**

Present: Jesse Hamilton, Christine Kropp, Scott Doughty, Matthew Phillips, Kaushal Gandhi, Karin Terziano

Staff: Kelly Haywood, Bill Farnsworth, Torin Suddaby, Scott Ovell

1. Welcome

Approve Agenda as presented

Be it resolved that the agenda be accepted as presented

Moved by: Christine Kropp

Seconded by: Scott Doughty

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. Approval of Minutes

Be it resolved that the minutes from the July 7, 2020 meeting be accepted as presented.

Moved by: Scott Doughty

Seconded by: Matthew Phillips

CARRIED

Be it resolved that the minutes from the July 29, 2020 meeting be accepted as presented.

Moved by: Scott Doughty

Seconded by: Matthew Phillips

CARRIED

4. Discussion of Potential Fall Fuel & Fun Partnership with RTO-12

Jesse Hamilton made the Board aware of a potential partnership with RTO-12 to run a Huntsville specific Fuel & Fun program in September. The program would require visitors to stay a minimum of 2 weekday nights to receive a \$25 gas card and 2 \$25 vouchers to be used at participating Huntsville businesses. RTO-12 has postponed their previously planned region-wide Fall Fuel & Fun program and will instead be operating a region-wide Winter Wonders program similar to the HMATA Huntsville program this past winter. If this proposed Fuel & Fun program goes forward, it would mean that the Board will delay the launch of the planned Fall Into Huntsville campaign to prevent program overlap and confusion. Jesse noted that this program would be an excellent opportunity for the HMATA Board to provide economic assistance to non accommodation businesses in Huntsville. After discussion and questions a motion was made to move forward with the partnership opportunity.

Be it resolved that the HMATA Board move forward with the proposed partnership with RTO-12 for a Huntsville specific Fall Fuel & Fun program.

Moved by: Scott Doughty

Seconded by: Christine Kropp

CARRIED

Next Steps: Kelly Haywood to follow up with James Murphy to provide the Board with program specifics.

5. Financial Update

Kelly Haywood and Bill Farnsworth presented the Board with current Income and Cash Flow Statements as well as financial projections of revenues and expenses to the end of the 2020 Fiscal Year. It was reported that HMATA currently has \$446,613 in the bank with another \$61,901 in pending receivables for a total of \$508,514. The current year's total MAT fees collected thus far are \$117,634. The projected income for 2020 was adjusted for uncertainties surrounding the COVID-19 pandemic. As presented, the projections included 50% of 2019's revenue for the months of July, August and September with \$9,000 total projected for the months of October through December. After discussion it was decided that, to project income for the remainder of 2020, the revenue figures used should be 75% of July 2019 and August 2019 and 40% of September 2019. Updated projections incorporating these changes will be presented at the next meeting.

6. Discussion of Fall Into Huntsville Campaign

Jesse Hamilton proposed that the Fall Into Huntsville Campaign launch should be postponed until after the launch of the RTO-12 Fall Fuel & Fun program. He suggested that a flexible start date for the campaign would allow it to begin once the Fuel & Fun vouchers have all been claimed. Torin Suddaby reported that there are currently 8 accommodation providers signed up for the program. It was decided to aim for a mid to late September start to the program, with visitors staying in the region in November and December. Jesse Hamilton asked that the Board be presented with a proposed marketing plan before the program commences.

7. Collaborative Marketing Campaign

Torin Suddaby gave an update on the Community Collaborative Marketing Campaign. He said that the marketing firm Major Tom had been chosen for the campaign and that a contract would be signed in the coming week. Major Tom will spend 2-3 weeks in the research phase, which will include the use of the Pollara survey results, before launching the actual campaign.

8. Short Term Rental Update

Karin Terziano advised the Board that a bylaw update to allow ORHMA to collect Municipal Accommodation Tax fees on behalf of the Town for short term rentals will be presented to Town Council. Once this bylaw is implemented the Town is prepared to start collecting fees.

9. Adjournment

Be it resolved to adjourn meeting at 3:15 pm

Moved by: Christine Kropp

Seconded by: Scott Doughty

Next meeting date to be held virtually on Wednesday September 9 at 2:00pm.