

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on Tuesday July 7, 2020 @ 3:00 pm

Present: Jesse Hamilton, Karin Terziano, Christine Kropp, Matthew Phillips, Scott Doughty, Kaushal Gandhi, Jeff Suddaby
Staff: Kelly Haywood, Bill Farnsworth, Torin Suddaby, Scott Ovell, Morgan Richter
Guests: Bob Stone, Chirag Patel

1. Welcome

Approve Agenda as presented

Be it resolved that the agenda be accepted as presented

Moved by: Jeff Suddaby

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 June 22, 2020 meeting be accepted as presented.

Moved by: Jeff Suddaby

Seconded by: Christine Kropp

CARRIED

4. Review and Discussion of Draft Travel Intention Surveys from Pollara

Bill Farnsworth presented the draft Travel Intention surveys from Pollara Inc. with the Board. Several changes were requested, including re-allocating some survey distribution numbers to greater emphasize the Toronto and GTA region and adding a question that compares intent to travel to Huntsville vs. travelling to other competing destinations. Bill will make these changes and send them back to Pollara for the creation of the final surveys. Bill reported that the surveys should be ready for distribution in 2 weeks.

5. Discussion of Save Now Stay Later Campaign

Torin Suddaby presented the details of the proposed campaign. Discussion ensued with the following details:

- It was suggested that the dates for visitors staying should be changed to November 1 through December 15
- It was decided to remove the proposed tiered reward levels to simplify the campaign
- Discussion was had about the best way for accommodators to submit their travel numbers for reimbursement

Karin Terziano brought up several questions/concerns.

- Would the MAT tax still be charged on the full room rate, regardless of discount the visitor receives – the answer was yes
- Will all accommodators in Town be able to participate – the answer was yes, so long as they sign up for the program
- Karin said she can not support the program because of the optics that it may look to some like the MAT Board is just paying its own members from the tax. Discussion ensued to try to get to the root of this issue and resolve, without success.

Next Steps – Final details including terms and conditions will be brought forward for approval at the next meeting.

Be it resolved that the HMATA Board move forward with the Save Now Stay Later Campaign

Moved by: Matthew Phillips

Seconded by: Jeff Suddaby

Opposed by: Karin Terziano

CARRIED

6. Closed Session

The Board moved into a closed session at 5:00 pm

7. Adjournment

Be it resolved to adjourn meeting at

Moved by:

Seconded by:

Next meeting date to be held virtually on Wednesday July 29 at 8:30 am.