

Huntsville Municipal Accommodation Tax Association

MINUTES

Virtual Meeting held on April 16, 2021 @ 10:00 am

Present: Jesse Hamilton, Scott Doughty, Karin Terziano, Matthew Phillips,
Nate Smith, Chirag Patel

Regrets: Jeff Suddaby

Staff: Kelly Haywood, Torin Suddaby, Barbara Bloomfield, Morgan Richter,
Scott Ovell

1. Welcome

Motion to begin the meeting

Be it resolved to accept the agenda as presented

Moved by: Matthew Phillips

Seconded by: Karin Terziano

CARRIED

2. Declaration of Conflict of Interest

No conflicts were brought forward.

3. Discussions:

- Chamber of Commerce Reconnect Grant Application
 - Reworked budget for the Eclipse Winter Initiative was presented
 - Application deadline is Tuesday April 20th
 - If grant not approved, looking for \$97K from HMATA to cover costs
- RTP MOU Spring Partnership
 - Looking to launch in May for a May 21st to June 30th program
 - If province not open at that point, would look at running mid September to mid December as new dates.
 - Brief discussion on why ESSO brand only, changing values for gift cards leaning away from 50/50 split – staying with stated values
 - Clarifying with RTO that when they say good to launch, this Board gets a day or two for confirmation.

4. New Business

- **Jesse** – with end date of agreement with Town coming up – June 2022 – would like to approach the Town on extending the agreement due COVID impeding what this Board wanted to accomplish, within the original term dates. Let's add this to agenda for next meeting.
- **Karin** – would like to see this Board focus on items within the original agreement prior to approaching an extension to show Council intentions.
- **Jesse** – discussions at next meeting, accommodators that have been affected need to express this to Council in report for a more clear understanding of why this Board concentrated "crisis mode" for the past year.

5. Adjournment

Be it resolved to adjourn meeting at 10:48 am

Moved by: Matthew Phillips

Seconded by: Nate Smith

Next Meeting: May 4th, 2021 at 1:00pm – via ZOOM