

# Huntsville Municipal Accommodation Tax Association

## MINUTES

Virtual Meeting held on **Friday October 29<sup>th</sup>, 2021 @ 10am**

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**Present:** Jesse Hamilton, Scott Doughty, Nate Smith, Karin Terziano, Steve Carr, Chirag Patel, Jeff Suddaby

**Regrets:** none

**Staff:** Kelly Haywood, Torin Suddaby, Barbara Bloomfield

### 1. Welcome & Acceptance of Agenda

Motion to begin the meeting at 10:03am

**Be it resolved to accept the agenda as presented**

**Moved by:** Jeff Suddaby

**Seconded by:** Steve Carr

**CARRIED**

### 2. Declaration of Conflict of Interest

No conflicts were brought forward.

### 3. Minute Acceptance

Motion to accept the minutes from the **September 29<sup>th</sup>, 2021** meeting

**Be it resolved to accept the minutes from the September 29<sup>th</sup>, 2021 meeting**

**Moved by:** Nate Smith

**Seconded by:** Jeff Suddaby

**CARRIED**

### 4. Staff Updates:

- TPA Update

- If this Board approves this draft, it will then go to Town Council for by-law creation.
- Date is not as important as it is a 2-year contract from date of by-law creation.

Motion to accept the TPA as presented.

**Be it resolved to accept the TPA as presented.**

**Moved by:** Jeff Suddaby

**Seconded by:** Steve Carr

**CARRIED**

- Eclipse Walk with Light

- Limbic is on site and has been for almost a month.
- Moving on to Town Hall next week.
  - Engaged an engineer for drawings and all is good, short delay to finalize insurance documents.
- Kent Park is behind on the construction part, Kelly Haywood will be meeting with Limbic this afternoon to discuss alternatives.
- Karin Terziano suggested Civic Square, will email Council for approval in principle.
- Invitation only unveiling on Tuesday November 2<sup>nd</sup>, 6pm. Wine/Cheese and walk through. Event will be 95% completed for this. Will give a great idea of overall concept and what it will look like.
- November 5<sup>th</sup> opens to the public

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- 100 or so tickets already sold, for various dates, including end of December.
- Marketing – Eclipse Walk with Light
  - The budget has a \$40K spend, specifically for digital based marketing. The funds are currently on hold to use as leverage for further funding pending FedNor grant. Should hear any day now on that. It is a \$225K total grant.
  - Kick off marketing campaign proposed (see attached presentation) to include:
    - Billboards
    - Social Media
    - Geotagging/Beacons
    - Contests/Partnerships
  - Discussion:
    - Karin Terziano suggested using current MHP billboards and changing up for winter/spring
    - Jesse Hamilton would like to see a more robust billboard program
      - Action: Torin Suddaby to look into more locations/costs

Motion to approve all suggested Kick off marketing as suggested, except the billboard portion.

**Be it resolved to approve up to \$19K as outlined for digital campaign, while holding off on billboard expenditures until new proposal brought forward.**

**Motioned by:** Jeff Suddaby

**Seconded by:** Steve Carr

**CARRIED**

### 5. New Business

- TIAO Conference this week
  - Blue Mountain Association is very aware of our Eclipse Walk with Light attraction coming this year
  - Deerhurst Resort will be hosting this event in 2022. Originally the host for 2020 but postponed due to COVID. Took several discussions to be able to bring it back in 2022.
  - 500 delegates for this time of year, including many influential people and politicians – great opportunity to showcase our region.
  - Kelly Haywood will share slide decks from presentations to this Board. Big take-a-way was from Google presentation where target market for travellers now is 25–28-year-olds. Big shift in marketing.
- Ironman
  - Town Council approved a 1-year contract to host the event on July 10<sup>th</sup>, 2022.
  - Contract covers use of roads, facilities and in-kind donations
  - Organizers will be looking to the HMATA Board for the \$25K licensing fee.
  - Kelly Haywood is looking for approval to have Nick Stoehr, from Trisport Events attend next Board meeting to formally present.
  - This Board had no objections in him coming to present.

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- RFP Update
  - RFP was re-issued this week, and will remain open until January 25<sup>th</sup>, 2022
  - Acceptance notice will be given February 1<sup>st</sup>. 2022
  - Contract to start February 8<sup>th</sup>, 2022 and completed by May 13, 2022.
  
- Kirsten Maxwell will be the interim contact for financial updates with regards to the tax funds collected. She will be invited to meetings moving forward until a replacement for Scott Ovell is hired.
  
- Jesse Hamilton updated the Board that the sale of Deerhurst Resort has moved forward with a closing in mid November.

### 6. Adjournment

**Be it resolved to adjourn meeting at 11:02am**

**Moved by:** Jeff Suddaby

**Next Meeting:** Friday November 26<sup>th</sup>, 2021 at 10am via ZOOM.