



MINUTES

In-person meeting at the Huntsville Curling Club and online via Zoom
April 16, 2024, 2:30 p.m.

Present: Jeff Suddaby, Scott Morrison, Chirag Patel, Steve Campbell, Steve Carr, Andrew Buwalda (arrived at 2:50 p.m.); Ken Patel (Zoom)
Regrets: none
Staff: Kelly Haywood, Dawn Huddlestone
Guests: Lauren MacDermid, Town of Huntsville; Barb Bloomfield, Chamber of Commerce (Zoom)

1. Welcome and agenda approval

The meeting was called to order at 2:30 p.m.

1.1. Agenda approval

Motion: *To approve the agenda as presented.*

Moved by: Steve Campbell

Seconded by: Chirag Patel

CARRIED

2. Declaration of conflict of interest – Andrew Buwalda will recuse himself from discussion regarding the expressions of interest for Eclipse.

3. Approval of meeting minutes

Motion: *To accept the minutes from the March 26, 2024 and April 2, 2024 meetings as presented.*

Moved by: Steve Campbell

Seconded by: Steve Carr

CARRIED

4. Welcome new HLOBARA representative Ken Patel

The Board welcomed Ken Patel from Sunset Inn as the HLOBARA representative to replace Marisa Kapourelakos.

5. Delegations

5.1. Eclipse downtown installation, fall 2024

Kelly Haywood presented an overview of the plan for Eclipse in Downtown Huntsville.

\$19,659.35 has been spent to date. Of the remaining funding, \$121,665.78 will be directed toward installations on the King St walkway (50%), Town Hall (35%), and adjacent to Trinity United Church (20%), and \$58,000 will be returned to HMATA.

Discussion: How many of the previous lights have been reused? (About 20%.) Have property owners approved installations on their buildings? (Yes.) Could lights be installed on the swing bridge? (That site is on the list for future consideration; requires District approvals.)



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6. Previous business

6.1. Sponsorship formula, intake period, funding application

Motion: *To approve the funding application and intake periods as presented.*

Moved by: Steve Carr

Seconded by: Scott Morrison

CARRIED

Discussion: About \$60,000 will be available for disbursement in the 2024/25 fiscal year. Will need to remain flexible if an extraordinary opportunity arises, but vast majority of applications will be restricted to the intake period. Should sponsorship formula funding bands be reduced, in particular for community events that mainly attract local residents? Need to be sure to consider alignment with objectives when reviewing applications (per strategic plan/business plan KPIs, i.e. not only room nights/day spend, but also brand/reputation awareness, media relations/marketing goals, etc.)

ACTION ITEMS:

- Staff to prepare a media release to notify the community about funding intake period.
- Staff to adjust sponsorship formula funding bands and include more qualitative criteria.

6.2. Refrigerated rink

Motion: *To approve \$155,330 to support the Huntsville/Lake of Bays Chamber of Commerce with the purchase of a refrigeration unit for the River Mill Park skating rink; and further that, should the Chamber of Commerce receive funding from the Trillium grant these funds will be returned to HMATA; and further that, should the funds be returned they will be placed in reserve.*

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

DEFEATED

Discussion: Funds would come from reserve, not operating budget. If grant is received, would funds be returned to HMATA? (Yes, potentially all.) Is storage available? (Yes, Chamber would coordinate.) Chilling unit is a requirement given changing weather patterns. Not willing to fund operations – need clarity on expenditures. (\$155k is mainly capital costs: rink, mural, signage, lighting including rigging. Ask also includes a \$5,000 administrative fee.) Propose lights throughout park, not just rink. Would need an MOU with the Chamber if this goes ahead in future.

ACTION ITEM: Staff to request additional financials (including vendor quotes) from Chamber.



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6.3. Secretary/Treasurer role

6.3..1. Discussion re: splitting Secretary/Treasurer role

Discussion: Board is in favour of splitting this role in two.

6.3..2. **Motion:** *To adopt changes to HMATA's Bylaw No. 1 to split the Secretary/Treasurer role into Secretary and Treasurer.*

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

CARRIED

6.3..3. Nominations for Secretary

Discussion: Steve Carr agrees to take on the Secretary role.

6.3..4. **Motion:** *To appoint Steve Carr as HMATA's Secretary.*

Moved by: Andrew Buwalda

Seconded by: Chirag Patel

CARRIED

7. ED Report

7.1. Business Plan/KPIs, Advisory Panel

Kelly Haywood provided an update on the business plan. Continuing to work on KPIs. Will be arranging interviews with each Board member re: objectives. Board members asked to review the strategic plan. Compiling a list of potential members for the Advisory Panel (participation will be by invitation) and terms of reference will be developed. The panel will help inform the KPIs, objectives, and strategic plan. Will request Board input on members at a future meeting.

7.2. Funding requests

7.2..1. Muskoka Hornets

Discussion: This is a capital request to compete with Bracebridge to bring more tournaments to Huntsville (BB has warning tracks, etc. already for hardball tournaments); would this investment drive new business (i.e. does the number of room nights reflect anticipated rooms based on current facility, or a potential room increase based on improved facility?); question the spend at a time when rooms are already full and HMATA's budget is small; don't anticipate contributing the entire ask - if Board doesn't provide the whole amount, would they still do it? (i.e. do they have a fundraising plan in place?); it's a Town capital asset - should HMATA be funding it?; contributes to sport tourism but Town needs to take care of its own asset (what is



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HMATA's role in this?); what is the real return on investment? (e.g. if the work is done, it will lead to xx more tournaments at xx time of year); not a recognizable brand like Ironman (therefore no comparable marketing value); could go back to Council next year for funding (Town is spending \$400k on lights this year); needs to align with strategic plan and Board can work collaboratively with Town; Board could decide not to fund any Town capital assets. No need for presentation yet.

ACTION ITEM: Staff to ask additional questions and present at next meeting.

7.2..2. Rotary DockFest

Discussion: Falls on Canada Day long weekend, so gives people something to do; don't feel that it drives room nights or heavy local spending. No need for presentation.

ACTION ITEM: To be added to next agenda for consideration.

7.2..3. Ontario Disc Golf Championships

Discussion: Project that the majority of participants will stay in Huntsville; shoulder season and fits mandate; would they still do it without funding?; would like to see a real budget and understand how HMATA funds would help the event; disc golf is a growing sport and this would be a good event for Huntsville, as most participants would be from out of town; unique experience; not capital intensive.

ACTION ITEM: Staff to ask questions and invite to present at next meeting.

7.2..4. Muskoka Pride

Discussion: Would like to understand from a tourism/marketing perspective what other opportunities exist to support Pride outside of Pride Week (i.e. what could Huntsville be doing better?); don't really want to fund a summer event; could look at it from marketing perspective and provide marketing support; this community spends a lot when they travel.

ACTION ITEM: Staff to invite to present at next meeting.

7.3. Logo update

Kelly Haywood has met with branding company. They are working together to update guidelines for logo.

7.4. TPA update

Signed TPA has been received from the Town.



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8. Eclipse subcommittee update

Andrew Buwalda recused himself from discussion.

Steve Campbell provided an update on behalf of the subcommittee. Subcommittee will meet again Apr. 26 and provide an update at the next meeting.

9. Board meeting schedule

Board meetings will be held monthly beginning in June (no meeting in August or December).

ACTION ITEM: Staff to arrange standing location for meetings and send calendar invites to attendees.

10. Closed session

Motion: To enter closed session.

Moved by: Scott Morrison

Seconded by: Andrew Buwalda

CARRIED

Motion: To leave closed session.

Moved by: Scott Morrison

Seconded by: Chirag Patel

CARRIED

11. Next meetings and adjournment

11.1. Next meetings:

[Note change in date] Wednesday, May 8, 2024 at 2:30 p.m., Muskoka Grand Luxury Lodge
(84 Swallowdale Rd)

Tuesday, May 28, 2024 at 2:30 p.m., 3 Guys and a Stove (143 Hwy 60)

11.2. Adjournment

Motion: To adjourn the meeting.

Moved by: Andrew Buwalda

Seconded by: Steve Campbell

CARRIED