



Downtown Huntsville BIA
 BOARD OF MANAGEMENT MEETING-MINUTES
 HYBRID: PARTNER'S HALL & ZOOM

AGENDA: Thursday, September 14, 2023

7:30 am – 9:00 am

Rachel Hunt, Steve Campbell, Helena Renwick, Christina Clarke, Lindsay Buttus, Sarah Downes, Kelly Haywood
 Lauren MacDermid, Town Staff, Ellen Selby, BIA Staff, Torin Suddaby, Chamber Guest
 Absent: Chandler Jolliffe, Will Lougheed

1. Call to Order Rachel Hunt

7:34 AM

2. Land Acknowledgement Rachel Hunt

3. Declaration of Conflict of Interest

4. Motion to Accept the Agenda
Motioned by: Councilor Renwick
Seconded by: Steve Campbell
Motion passed.

5. Motion to Accept August Meeting Minutes

Lindsay Buttus, Steve Campbell

6. Eclipse Downtown Presentation Kelly Haywood & Torrin Suddaby (15 min.)

Proposed move of Eclipse from Heritage Place to Downtown Huntsville. Eclipse has tourism draw potential that can move Downtown. Heritage Place installation cost \$200,000, Downtown would be a permanent installation and provide lighting for the holiday season. Installations from previous elements installed at: including Kent Park, AO/Wooden Penny Walkway, Town Dock Walkway, King Street Walkway, Town Hall/Civic Square Walkway, IDA Alley. The Chamber is collaborating with Municipal Staff (Building, Fire etc), and feedback can still be passed to Kelly.

Board discusses, insurance, are there other opportunities to give feedback, lights and sound scape, getting feedback from residents, logistics of installing and maintenance.

Motion: BIA supports the Downtown Eclipse installation as presented.

Moved by: Steve Campbell

Seconded by: Lindsay Buttus

Motion Passed.

7. Mainstreet Vibrancy Project-Town Lauren MacDermid (10 min.)

Proposition for the BIA lead a "Town Vibrancy Project" via a Twon budget request, specifically for a temporary art installation to activate the west corridor of Main Street/cover up the Empire Lot construction project. Including arts concepts, fence threading like expanding paddle project.

-Empire Lot Manager is in favor, and construction should start soon.

-Temporary ideas for construction fencing/flexible, proposes working with other partners/artists in the community.

To be considered: reporting to progress to Town, longevity of a project, potential partnership with local arts organizations, historical society, etc. what this request could look like in future budget years.

BIA is open to moving forward in the budget request, forming a Vibrancy Committee/MOU and collaborating further with the Town of Huntsville staff on this project.

8. GGW/Fall Update

Ellen Selby (5 min.)

Promotional plan is in place for GGW weekend. Algonquin Theatre will be kicking off the event on Thursday night. BIA staff developing a branding kit for all businesses with social media templates, a playlist, and guide in addition to planning shuttle, decorating street, promoting the event downtown.

-Print a brochure featuring special promotions. Pharmasave offers a balloon grab discount which isn't a sale so much as an experience.

How to activate the street? Co-op model of window decorations? Contest? BIA/Chamber to meet and discuss in detail.

9. Finances

Steve Campbell (10 min.)

-Monthly Report August

-Note the \$10,000 charge from the Mural Reserve for the Mural Project.

-Invoice HMATA for partnership

10. Reports – New Business Only

Downtown Flowers are a hit, over 250+ positive comments on social media. Some concern about vines covering banners/banners not secure on bottom.

District of Muskoka is possibly changing from 3 hour parking to 2 hour parking on Main Street.

Some confusion around this proposal, BIA was not consulted, more information is needed from District and from bylaw.

That: If this is the case, the BIA wants parking to remain at three hours, per Town of Huntsville parking bylaw.

And Further That: The BIA will send a letter to the District of Muskoka in opposition to this change.

Motioned by: Christina Clarke

Seconded by: Steve Campbell

Motion passed.

Update: This proposed change is not in place, no letter was filed.

a. **Chair's Report**

Rachel Hunt

Summer Market was a success, BIA presence on the main street.

b. **Events and Promotions**

Ellen Selby

Deep dive in to how to keep our mandate present in all of our event planning.

Summer Market was a success with BIA/Town Staff Partnership

c. **HMATA Report**

Rachel Hunt

In process of hiring an ED

BIA should list capacity info for Downtown restaurants on website for booking

d. **Staff Report**

Ellen Selby

Hanna has started as assistant coordinator focused on marketing.

11. New Business

Ellen to submit Town Budget request including benches for Main Street.

12. Closed Session Municipal Act, 2001, 5.1 Section 239 (2) (b) Personal Matters Staff

Moved by: Christina Clarke

[REDACTED]

Motion to go out of closed session: Lindsay Buttus

13. Next Meetings:

Events & Promotions – Thursday, October 5, 8 AM (Partner’s Hall Hybrid Meeting – zoom and in person)

Board Meeting – Thursday, October 12, 7:30 AM – Partner’s Hall, Hybrid Meeting – zoom and in person)

14. Adjournment

Motioned by: Steve Campbell

Seconded by: Sarah Downes.

Meeting adjourned at 9:16 am.