



Downtown Huntsville BIA
BOARD OF MANAGEMENT MEETING-DRAFT
PARTNER'S HALL

Present: Rachel Hunt, Steve Campbell, Will Lougheed, Christina Clarke, Lindsay Buttus, Kelly Haywood, Chandler Jolliffe, Sarah Downes
Town Staff: Lauren MacDermid
Visitors: Tara Charlton
BIA Staff: Ellen Selby

1. Call to Order

Rachel Hunt called the meeting to order at 7:43 AM

2. Land Acknowledgement

Sarah Downes

3. Declaration of Conflict of Interest

4. Motion to Accept the Agenda

Motioned by: Will Lougheed

Seconded by: Christina Clarke

5. Motion to Accept October Meeting Minutes

Motioned by: Lindsay Buttus

Seconded by: Steve Campbell

6. Finances

Steve Campbell

Monthly Report October:

-HMATA money needs to come in (invoiced last month)

-Downtown Dollars sold more than redeemed so far

BIA 2024 Budget:

-5% levy rather than 3% (we do increase it every year)

-Less than \$1,000 increase

HMATA money: can be incorporated across our budget. We will present to HMATA in January 2024 on plans for the year.

-GGW 2023 was a successful day, increase budget with a focus on promotion for November 8-10 2024

-Line item for a strategic plan: evaluate BIA mandate and operations.

Motion to Accept the presented 2024 Budget with 5% levy increase.

Motioned by: Lindsay Buttus.

Seconded by: Sarah Downes.

Motion passed.

Proposal, delegate \$5K Fall Flower Budget to Town of Huntsville

-Tabled to January to consider fall proposal

7. Kent Park Art Project Representative

Ellen Selby (5 min.)

Nominate Sarah Downes to serve on the Kent Park Art Installation Jury representing the BIA.

Motioned by: Steve Campbell

Seconded by: Rachel Hunt.

Motion Passed.

8. Reports – New Business Only

a. Town Report

Lauren MacDermid

10K requests through Town for Downtown Enhancement Project

MOU for December

Muskoka Small Business Centre event November 28 1pm - 4pm Active Living Centre

-Workshop with teachers

b. Chair's Report

Rachel Hunt

Tiny Tots-Road closure next year? 400+ visitors to Main Street.

-Request crossing guards for next year rather than closure.

GGW-membership increase, moving back to November 8-10

c. Events and Promotions

Holiday Market

Ellen Selby

Customer Appreciation Crawl

20% Passport Ask

d. HMATA Report

Rachel Hunt

Hospital Planning in works

e. Staff Report

Ellen Selby

9. New Business

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

Motioned by: Christina Clarke

Seconded by: Lindsay Buttus

Motion to leave Closed session:

Motioned by: Lindsay Buttus

Seconded by: Christina Clarke

11. Next Meetings:

Events & Promotions – Thursday, December 7, Jingle & Mingle-Partner's Hall (5:00 pm – 6:30 pm?)

Board Meeting – Thursday, December 14, 7:30 AM Partner's Hall & Zoom

Motion for meeting to adjourn 9:12 am

Motioned by: Kelly Haywood

Seconded by: Steve Campbell