

**Digby Area Tourism Association (DATA)**

**Board of Directors  
MINUTES – AUGUST 17, 2016**

**Present:** Greg Turner, Mary Tibbetts, Bob Benson, Linda Graham, George Manzer, Saskia Geerts

**Regrets:** Tina Frost, Tom Goodwin, Mike Bartlett, Julie MacLean, Carol Barnes

- 1. Welcome:** Chair Greg Turner opened the meeting and welcomed attendees at 2pm.
- 2. Approval/Additions/Deletions to Agenda.** Greg Turner added Municipality approval of operational expenses for community trails; Linda Graham added Doers & Dreamers 2016 publication; and, Motor Coach Canada's Official Magazine.
- 3. Treasurer's Report - Financial statement.** No report. However, Chair Greg Turner will be speaking to Jeremy Sanford who will inform Greg when his report is ready.
- 4. Approval of previous minutes (July 13, 2016).** Chair Greg Turner reminded all of the important dates which are outlined in red. No changes or additions.

*Mary Tibbetts moved that the previous minutes of July 13, 2016 be accepted as submitted.  
Linda Graham seconded. All aye. Motion carried.*

- 5. Business Arising from Previous Minutes** (occasionally items will be listed just to keep them from falling off the grid – not for discussion at this current meeting unless required)

**Saltscapes 2017:** This meeting needs to be held in early November; date will be decided at Sept. meeting.

Chair Greg Turner has been informed that on Sept. 9 there will be a meeting scheduled between Portland and Yarmouth, primarily on how to market in Portland. DATA already has a meeting scheduled for that date and will not attend. If there is a date change however we will be informed.

**Partnering with Bay Ferries/Saint John** meeting scheduled for Friday, Sept. 9

**\*\*We need an agenda to send to them explaining all we have to offer both in-season and off-season.**

**Explore Digby County Guide:** meeting scheduled for Wed., November 2 at 2pm; it is important to get as much input from all Board members as possible.

**6. Marketing Committee:**

- a. Inspiring Content.** Greg Turner gave an update. Tourism NS plans to be here on August 22-24 to do their filming. Greg highlighted the project fact sheet indicating the areas they will be working. Decisions on what to film is the option of Tourism NS but they will be open to suggestions. Tourism NS will be doing a press release in mid-September.

DATA has paid \$23,000 of which \$3,000 is HST and Tourism NS will be reimbursing DATA for this amount. There is also \$3,000 left over from the final tally. There are two options: i) put back into DATA account to do with as we wish; or, ii) put that \$3,000 back into the video/photography. After discussion, it was agreed we should get as much professional filming as possible while available.

*Saskia Geerts made a motion to put \$3,000 back into the Inspiring Content project.  
Linda Graham seconded. All aye. Motion carried.*

*Linda Graham made a motion to allow new businesses to partner with DATA on Inspiring Content for a minimum of \$50 if combined with a new DATA membership.*

*Bob Benson seconded. All aye. Motion carried.*

- b. Host Program:** meeting is scheduled for Wed., October 26 at 2pm  
**Update re Board of Trade:** Linda Graham will follow-up with Karen Enright.
- c. DATA 10 Year Anniversary (being held on Thursday, November 24 @ 7pm in Digby Firehall)**  
Help from all Board members will be needed for this event.
  - i. The firehall is not available for Nov. 17; the date has been changed to Thursday, Nov. 24 as decided via email vote.
  - ii. Hopefully the Inspiring Content will be completed and we will have an unveiling of this program. If not completed, we will still be able to highlight it.
  - iii. Linda Graham has offered to be in charge of a “new membership” desk.
  - iv. Greg Turner suggested we have a promotional item to pass out; item to be decided.
  - v. Mary Tibbetts wants to have funds to do advertising; amount not yet determined, but we will want press release, Clare Shopper and many avenues of advertising. Tabled for September Board meeting to get approval.
- d. Decals** – These will be discussed as a promotional item (see 10 year anniversary) or wait until spring. To be decided at September Board meeting.
- e. 2017 Canada 150:** “Reaching for your roots” update. Saskia Geerts will get a grant application started so it can be submitted by the end of August. Ideas for specific projects discussed; i.e., harmonizing signage and needed upgrades to the VIC.

#### **7. New Business:**

- a.** Municipality approval of operational expenses for High Cliff Cove Trail in Gulliver's Cove. The Municipality approved \$1,000. Greg Turner will discuss insurance for the High Cliff Cove Trail in Gulliver's Cove with Jeff Sunderland.
- b.** Doers & Dreamers 2017 publication. Linda Graham asked if DATA is planning on getting a page ad in the 2017 publication. Mary will send out an email asking of there is any interest.
- c.** Motor Coach Canada’s Official Magazine. Tabled. Time ran out so no discussion but this info has been emailed to all members.
- d.** Saskia Geerts gave an update on the Digby Pier Lighthouse.

**8. Next Meeting:** Wednesday, September 14, 2016, 2pm @ Municipality

**Adjournment** at 3:15pm