

Digby Area Tourism Association (DATA)

**Special Board Meeting
MINUTES – DECEMBER 7, 2016**

Present: Greg Turner, Mary Tibbetts, Saskia Geerts, Bob Benson, Linda Graham, Tina Frost, Peter Turnbull, George Manzer

Welcome. Greg welcomed everyone. The meeting was called primarily to discuss the Digby County Visitors Guide and the Host Program.

Digby Area Guide:

Tina Frost has spoken with Jim Todd who indicated he could do the guide for under \$1,000. Saskia found a program – ACOA-CBDC - for funding for consultant advisory service. The grant would pay 75%, up to \$5,000. We could make Jim Todd a consultant. This grant has no closing date.

DATA needs to make an outline so we can apply for this grant. Todd gets discounts because he does other guides. Tina will ask him to get estimates from about four companies in the Halifax area. Jim told Tina the more pictures the better.

The ads should generate enough revenue to pay Todd and cover the publishing.

Next steps:

1. Tell TC Media [Greg will call Al Simpson at TC Media]
2. Get ads [area reps will approach businesses]
3. Do we want it dated. The first edition for 2017 should be dated as there will be special events for Canada 150, such as the tall ships. Beginning 2018 no date necessary; update as necessary/needed.

It will be beneficial for DATA to have control of the content. TC Media is not in the Digby area and does not have up to date information in their guide.

Individual businesses should be recognized; i.e., special awards, scallop pearls, etc.

How many pages? Approximately 40; to be determined after ads have been sold.

Tina Frost made a motion that DATA move forward with publishing our own Digby Area Guide. Linda Graham seconded. All aye. Motion carried.

We have a map for Digby Town and Digby Neck & Islands. We need maps for Bear River and Weymouth as well as an “all area” map.

What do we want for content. Saskia prepared a draft itinerary and Greg asked all to review and make suggestions.

Name: Suggestions were “experience,” “explore” and discover. “experience” seems to be the best and we also want to update our web site to make it more experience friendly.

Greg will call Larry Peach to see if Clare area wants to be included. If so, they will have to contribute.

Blurbs to fill in extra spaces; i.e., Maude Lewis, Sam Langford, famous people and special events.

We need pricing before getting ads. Call people first to see if they will come over to us. How much are they paying TC Media?

Ration of content to ads
Fee structure for ads
Important issue is quality of paper

\$200 - 1/4 page
\$400 - 1/2 page
\$750 – full page
\$900 – inside front or inside back page
\$1,000 – back page

10% discount for DATA members. It was agreed we will have gotten the \$50 membership fee from them first anyway, so we still end up with \$950 in the bank. Meaning we could afford to offer the 10% off to members.

Digital copy will be on DATA web site.

We need anchor ads; i.e., Bay ferries. [Greg will call Bay Ferries] Would they want a separate guide with just the cover picture being their Yarmouth and Digby ferries? Put them on ferries? In ferry terminals?

Center page used for major events/festivals?

Headings/Itinerary – refer to draft submitted by Saskia: Everyone to review and submit suggestions.

Welcome
Bay of Fundy
Biosphere
Day Trips
Top 25
Bucket list
What’s happening
Lighthouses
tides

We need to represent each area in a fair and equitable way; we can’t miss anything.

Bob reminded we need to include the Canada 150 now and then theme.

“experience the present, review the past”

“experience Digby Area through time and tides” – Canada 150 theme

Trails – need to be updated, maps, GPS coordinates, trail difficulty, etc.

New Committee set: all at this meeting agreed to be on this committee. **A meeting will be scheduled after Tina has spoken with Jim Todd.**

Annapolis Municipality gets a lot of grants; has new publications. DATA should hire someone young to apply for grants and be a contact for strategic planning. Part-time? Full-time? This would have to be done in cooperation with the town and municipality. Peter Turnbull said presentation should be made prior to town/municipality budget meetings and we would need to know how much money we would ask for.

Perhaps Gordon Wilson could provide suggestions on how to go about getting grants.

We need to get the support of the industry and we need a concerted focus.
Greg will contact all CAOs and a meeting set up.

Host Program: The Digby Fire Hall has been booked for **Wed., February 8 from 6pm to 8pm**

DATA presentation to all employers/employees. All Board members must enlist as many businesses as possible.

The date of this presentation has changed. Linda Graham, who is active on this committee, will not be available on January 18. The date of February 8 was chosen.

We have quotes from Rick Foote to make decals for all businesses to put on their cash registers. It would not be less expensive to print these out ourselves.

*Linda Graham made a motion to order 100 4x2 decals at .63¢ each.
Saskia Geerts seconded. All aye. Motion carried.*

Scheduled Meetings:

January 10, 2017 at 2pm – Saltscapes Meeting @ Municipality

January 11, 2017 at 2pm – Board Meeting @ Municipality

February 8, 2017 at 6pm – Host Program - DATA presentation to businesses

Adjournment: 4pm