

**Digby Area Tourism Association (DATA)
Board of Directors
MINUTES - JANUARY 20, 2016**

Present: Greg Turner, Linda Graham, Bob Benson, Tina Frost, Rob Hersey, Mary Tibbetts, Penny Graham, Dianne Theriault, Peter Turner, Kathy Simms

Regrets: Tom Goodwin, George Manzer

Greg Turner presented the agenda on the screen.

1. **Welcome:** Acting/Vice Chair Greg Turner opened the meeting and welcomed all present at 2pm.
2. **Approval/Additions/Deletions to Agenda:** After review, Greg Turner asked if there were any changes or additions to the agenda. None.

Linda Graham moved for adoption of the agenda as submitted.

Tina Frost seconded. All Aye. Motion carried.

3. **Treasurer's Report:** No report.
4. **Approval of previous minutes (Nov. 26, 2015):** After review, Greg Turner asked if there were any changes to the previous minutes.

Linda Graham moved for adoption of the previous minutes as submitted.

Tina Frost 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 necessarily for discussion at this current meeting)

DATA Chair: Greg Turner to contact Nick Fry of NSTA.

Greg Turner presented his correspondence with Nick Fry. Mr. Fry said NSTA does not do the funding for the guides. The contact would be Devin Tryfry [#902-893-8782; devin@centralnovascotia.ca].

The term Bay of Fundy **will be removed** from the Bay of Fundy & Annapolis Valley Guide as per the discussions with Central Nova Tourism and AVCC. NS Tourism has no plans to remove it from their marketing or the Doers and Dreamers Guide. It is still a theme region. NS Tourism has no input into the regional guides; they are the responsibility of regional marketing organizations.

Greg Turner also spoke to Nick Fry regarding “A Guide to Community Tourism Planning in NS” which is a guide that will help us plan/apply for funding under partner programs that are to be released soon. It was suggested that we plan a “lunch and learn” date for all members.

Paid Employee: **Tabled.** George Manzer to follow-up on this after meeting with Nick Fry, NSTA, in January.

Halifax Kiosk: **Tabled.** George Manzer to keep us up-to-date on this as more info becomes available for the 2017.

Doers & Dreamers: Greg Turner sent in suggestions; i.e., hiking trails, etc.; Greg believes our area is well represented in the Doers & Dreamers.

Hike NS: The Hike NS Summit will be looking for volunteers and will be added to a future agenda.

Saltscapes Committee: Greg Turner and the DATA Board thank Rob Hersey for his support. Transcontinental will be printing from 1,000 to 2,000 Digby Area Guides.

We need to continue canvassing members for financial support; it is only \$50 to place an ad with us at Saltscapes where it is closer to \$200 for the guidebook, making this a great deal.

John DeMings is the person in charge of editing and publishing the Digby Guide. We should make the Digby Guide the responsibility of DATA. DATA was originally responsible for the Guide.

Membership Drive: **Ongoing.** all members to send names of businesses and email addresses to Mary.

New Chair: **Tabled.** everyone begin nominating potentials for the new Chair

Industry Fact Sheet: Committee(?) to seek input from local industries and restaurants and prepare a brochure/fact sheet. Will go to the Marketing Committee.

6. Old Business:

i. Unlicensed Accommodation AirBnB: Tabled. CBC news has many articles on the subject including: <http://www.cbc.ca/news/canada/nova-scotia/nova-scotia-eyes-crackdown-on-airbnb-rentals-1.3054834>

ii. Islands Map: Dianne Theriault introduced herself. Dianne has been working with Linda Graham and Tina Frost on updating the Digby Neck and Islands map. Dianne thanked DATA for its help over the years. They need DATA's help now as this map has not been updated since 1999.

Estimates have been received from three different printers, with the cost being approximately \$3,300. Businesses may come in to help with the funding. The Digby Neck Community Development Association has not met for a number of years but if interest is received it can always get started up again. Currently there is \$2,876 remaining in the account.

The DNCDA would like to transfer the responsibility for the map as well as the funds to DATA. This is the right time for transfer. The Association would like assurance DATA will take care of it, now and in the future. Currently they have talked with Cliff Drysdale, who said the map could be clickable on the UNESCO site but individuals need to buy into the biosphere. She also approached Bob Powell and the Municipality to see about putting the map on their sites and making it interactive on mobile devices.

The Association would want DATA to work with Cliff Drysdale, Bob Powell and the Municipality. The map needs to be housed on a server to make it clickable. She is here to ask DATA to take over the map. Greg Turner said if everything comes to DATA it would need to become a budget item.

Tina Frost asked if DATA would be accepting money for this map; and it will. Rob Hersey indicated the Municipality is receptive to this idea; it works on a project by project basis.

Dianne Theriault suggested we have a presentation by Roger Outhouse regarding the map product development and she then thanked the Board for its time and Greg Turner said we have all heard the presentation. We now have a quorum and asked if there was a motion.

Linda Graham made a three-part motion for the transfer of the Digby Neck and Islands map:

- a. that DATA accept the transfer of the responsibility for the maintenance and development of the Digby Neck and Islands map;*
- b. that DATA accept the transfer of funds from The Digby Neck Community Development Association with said funds being earmarked for the Digby Neck and Islands map, and,*
- c. that DATA develop a strategy to make the Digby Neck and Islands map on-line and interactive.*

Tina Frost seconded. All Aye. Motion carried.

Acting Chair Greg Turner thanked Dianne Theriault for her presentation.

7. New Business:

- i. Annual Application** for Seasonal Tourist Business Designation.
FYI to all members. Mary Tibbetts will email the information to all members.
- ii. Inspiring Content Partner Program**, a Tourism Nova Scotia initiative.
FYI to all members. Mary Tibbetts will email the one-page “teasers” to all members.

Perhaps the Digby Neck and Islands Map will fit into this category. We still have questions.

Rob Hersey suggested high quality photos and videos (generic so they don't get outdated). Must show active and dramatic to enhance the lure. The material can be used on you-tube but even more so on television commercials, etc. We would need to hire a professional company. Greg Turner asked Rob Hersey if the Municipality would be willing to partner on this project and Rob will put this to Council. Greg Turner asked the Board if we want to investigate doing this; unanimous yes. This is a project for the Marketing Committee.

iii. Marketing Committee: January 11, 2016 meeting.

Linda Graham told the Board about the project suggesting a television in the window of Nothing Fancy in downtown Digby. The photo presentation would be similar to the one at Saltscapes and would include an ad for our members. At a meeting with Mayor Cleveland, he suggested why not put the presentation in windows of more stores in the downtown area which everyone thought was a good idea. Mary Tibbetts gave Linda Graham a formal letter for submission to Nothing Fancy and further details are still to be investigated.

Linda Graham moved for approval of submitting a formal request to Nothing Fancy and other stores.

Tina Frost seconded. All Aye. Motion carried.

Tina Frost suggested a you-tube account for posting videos from both tourists and locals. Tina Frost offered to be the administrator of said you-tube DATA account and the Marketing Committee will find the best way to get word out to tourists and locals.

Tina Frost made a motion to open a you-tube account for posting videos.

Linda Graham seconded. All Aye. Motion carried.

It was suggested we should call Jonathan Riley and ask about placing DATA stories into the Courier whenever there is space that needs to be filled. We should gather stories to have ready. This will go to Marketing.

The Board of Trade is discussing tourism. Mayor Ben Cleveland has been approached to discuss combining efforts to avoid duplication of efforts and put some action into plans. The Mayor will call Karen Enright, Chair of the Board of Trade, and schedule a meeting with one or two people from the Board of Trade, the Municipality, the Town and DATA.

Greg Turner will email Judy Rafuse in Annapolis Royal re removing “Bay of Fundy” from the Bay of Fundy & Annapolis Valley Guide.

Greg Turner will review/write a letter to Bay Ferries to discuss a partnership between Bay Ferries and DATA.

Linda Graham, Tina Frost and Mary Tibbetts will be attending a “Defining Community” meeting at the NSCC tonight.

Brainstorming for improving DATA's on-line presence will be added to the next agenda for the Marketing Committee. More volunteers are needed.

iv. Funding: annual request to town and municipality

Tina Frost made a motion to send a letter to the Municipality of Digby and to the Town of Digby for annual funding assistance.

Linda Graham seconded. All Aye. Motion carried.

- v. Curling Championship:** DATA will set up an information booth on Tourism Day (Thursday, March 31). A request for volunteers, Linda Graham, Tina Frost, Bob Benson, Mary Tibbetts and Greg Turner all indicated they would be available. More information will be sent as we get closer to the date if anyone else would like to volunteer.

8. Next Meeting: Wednesday, February 17, 2016 @ 2pm; Municipality Council Chambers

Adjournment: 4pm

Actions Required after the January 20, 2016 meeting:

Partner Programs: Plan a "lunch and learn" date for all members.

Paid Employee: George Manzer to follow-up on this after meeting with Nick Fry, NSTA, in January.

Halifax Kiosk: George Manzer to keep us up-to-date on this as more info becomes available for 2017.

Doers & Dreamers: Get copy of lease from Oliver Jansen

Hike NS: add to next agenda.

Saltscapes Committee: Continue to seek membership involvement.

New Chair: everyone begin nominating potentials for the new Chair

Industry Fact Sheet: Marketing Committee to seek input.

Unlicensed Accommodation: Add to next agenda.

Digby Neck and Islands Map: Follow-up

Seasonal Tourist Business Designation. Mary Tibbetts will email the information to all members.

Inspiring Content Partner Program, Mary Tibbetts will email the one-page "teasers" to all members.

Marketing Committee: Search for professional photo/videographer.

Marketing Committee: Follow-up with window televisions and meeting with Ben Cleveland, etc.

You-Tube: Tina Frost to set up DATA account and advertise for tourists and locals videos.

Courier stories: Contact Jon Riley and begin collection of articles to fill space in Courier.

Marketing Committee: Follow-up with Mayor Cleveland re joint meeting.

Marketing Committee: Greg Turner to do email to Judy Rafuse.

Bay Ferries: Greg Turner to review and sign letter to Bay Ferries re partnership.

Marketing Committee: Brainstorm improvement to on-line presence.

Funding: Mary Tibbetts to prepare letters to Town and Municipality for annual funding.

Curling Championship: Add to February agenda to gather volunteers to work event.