

Digby Area Tourism Association (DATA)

**Board of Directors
MINUTES – MAY 18, 2016**

Present: Greg Turner, Mike Bartlett, Mary Tibbetts, Bob Benson, Linda Graham, Tina Frost, Tom Goodwin, Penny Graham, George Manzer, Melissa Merritt, Saskia Geerts

Regrets: Julie MacLean, Joanne Tinker, Carol Barnes

- 1. Welcome:** Chair Greg Turner opened the meeting and welcomed attendees at 4pm.
- 2. Approval/Additions/Deletions to Agenda:** Chair Greg Turner asked if there were any additions or deletions to the agenda.

Mary Tibbetts added two items under marketing. 1) asking members to post our logo; and, 2) 2016 is the 10 year anniversary of DATA.

Linda Graham added one item under new business: VIC funding.

Linda Graham moved that the agenda, with additions, be accepted.

Mike Bartlett seconded. All aye. Motion carried.

- 3. Treasurer's Report:** In Treasurer Barnes' absence, Chair Greg Turner reported the full report should be available in mid-June.
- 4. Approval of previous minutes (April 13, 2016):** Chair Greg Turner asked if everyone had a chance to review the previous minutes and asked if there were any changes. There were no changes.

Mike Bartlett moved that the previous minutes of April 13, 2016 be accepted.

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 for discussion at this current meeting unless required)

Saltscapes 2017: Saltscapes Committee for 2017 to be convened in fall 2016. Chair Greg Turner and Rob Hersey felt we had a format for success but it could be tweaked. He asked all present if they felt Saltscapes is worthwhile. Everyone agreed yes it is. With discussion it was agreed that Saltscapes is a needed active awareness campaign.

Halifax Kiosk: George Manzer reported that there is no further information available at this time. It will remain on our "watch" list.

Explore Digby County Guide: It is agreed to begin looking at this during the quieter summer meetings. We need to be ready as we don't at this time know who we will be working on the content with as John DeMings is retired.

- 6. Old Business:**

- i. Inspiring Content Partner Program:** Chair Greg Turner gave an update. There is no word yet as to when we will meet with NS Tourism. They have a lot of applications to look at.

- ii. Partnering with Discover Saint John:** It was agreed we need a small committee and we should be ready to contact Saint John. A committee will be set and a letter will go out to Saint John in September/October.

- iii. **Working with Bay Ferries:** This will be combined with the Saint John Committee and we will re-connect with Bay Ferries in September/October.
- iv. **High Cliff Cove Trail** – The easement is dated June 25, 2009 and is for 15 years. There was a question regarding insurance. At this time, DATA does not have a liability insurance policy for this trail. It is generally agreed that trails are not in the purview of DATA and should be with the Municipality and DARC. George Manzer will be attending a recreation meeting tonight and he will add this to their agenda.
- v. **Marketing Committee:**
 - a. **Marketing meeting:** A marketing meeting will be set up for Wednesday, May 25 at 2pm.
 - b. **Minutes:** do we want to put minutes of these meetings on web site: for discussion at the marketing meeting.
 - c. **Courier stories/Article writer:** area reps again asked to write occasional blurb.
 - d. **Host Program:** This will be added to the agenda for the Marketing Committee.
 - e. **Members posting DATA logo:** This will be added to the agenda for the Marketing Committee.
 - f. **DATA 10 year anniversary:** Chair Greg Turner suggested everyone think of how we should celebrate this and it be tabled and put on next month's agenda. Saskia suggested something in the fall would be appropriate.
- vi. **Membership Committee:** Chair Greg Turner gave an update on the number of members. The Board is reminded that membership recruitment is now year-round.
- vii. **Annual General Meeting:**
 - a. **Board member Code of Ethics form:** Reminder that one or two Board members have not yet signed their Code of Ethics. Almost completed.
 - b. **Registry of Joint Stocks:** DATA's annual renewal has been mailed.

7. New Business: VIC funding:

Linda Graham presented an article she found in the Cumberland County/Truro area regarding VIC funding. The Chamber of Commerce is giving funds to assist with the closure of the provincial VIC and we should find out if this funding is available to our area. At the initial closing of the Digby Provincial VIC we were informed that provincial funds would be available but we got a minimal assistance. It needs to be noted that Digby is the only area in the province that does not have a marketing budget or paid employee and is working solely with volunteers. DATA needs to do research and make a presentation. There needs to be a formal talk this summer, prior to the elections.

8. Next Meeting: Wednesday, June 15, 2016, 2pm @ Municipality

Adjournment: Linda Graham called for adjournment at 5:20pm.