

## Digby Area Tourism Association (DATA)

### Board of Directors MINUTES – OCTOBER 19, 2016

**Present:** Greg Turner, Mary Tibbetts, Tom Goodwin, Bob Benson, Linda Graham, Joanne Tinker, Julie MacLean, Tina Frost

**Regrets:** Mike Bartlett, George Manzer, Saskia Geerts, Carol Barnes, Penny Graham

**1. Welcome.** At 2pm Greg Turner opened the meeting and welcomed all present.

**2. Approval/Additions/Deletions to Agenda:**

Tina Frost added Digby Neck & Islands Brochure

Bob Benson added Federal Canada 150 Funding

Linda Graham added Burncoat Head Funding; Thomas Edison area connection and, accommodations link.

Hal Theriault will be replacing Joanne Tinker as Weymouth Representative

*Linda Graham made a motion to accept the agenda as submitted, with additions.*

*Tom Goodwin seconded. All aye. Motion carried.*

**3. Treasurer's Report - Financial statement.** Greg Turner reported on Treasurer Barnes' attached summary dated September 30, 2016. We still need a detailed report.

**4. Approval of previous minutes** (September 24, 2016): No changes.

*Mary Tibbetts made a motion to accept the agenda as submitted.*

*Tina Frost seconded. All aye. Motion carried.*

**5. Business Arising from Previous Minutes**

**Saltscapes 2017:** This meeting has been scheduled for **Wed., November 9 at 2pm (Municipality Board Room)**

Tom Goodwin asked if anyone had results from this year's Saltscapes. There is definite positive feedback.

We will definitely use Inspiring Content; perhaps change up the theme a bit.

**Explore Digby County Guide:** meeting scheduled for **Wed., November 2 at 2pm**

If we can get a hyperlink to the Guide onto our web site, it will help get ads for the guide as well as new members for DATA.

**6. Marketing Committee:**

- a. **Inspiring Content:** Greg Turner will meet via phone with Sarah Hennebury this Friday. Greg, Saskia and Mary have seen the Bear River video and met to go over the photos to help pick out the best. These are not set in stone and the final decision belongs to TourismNS. The call to action at the end will be the DATA logo and web site.

AVCC has expressed an opinion that DATA should not have charged members for the IC and the IC video should be free to all. DATA does not have the budget to pay for large marketing projects as does AVCC. However, DATA has no control over who will download the video outside our area.

**Clarification for AVCC: DATA does not charge members for IC content. This is a partnership that has allowed us to procure the IC and get us started on the marketing of the content.**

- b. **Partnering with Bay Ferries/Saint John:** Greg Turner has heard from Jeff Gaudet of Bay Ferries. Mr. Gaudet is interested in partnering with Digby Area and will be contributing \$1,500 toward DATA's tourism development. Also, a kiosk is in the works to be placed on the ferries and Mr. Gaudet will keep us updated on that.

- c. **Host Program:** meeting is scheduled for **Wed., October 26 at 2pm**  
**Update from Board of Trade:** Linda Graham reported. No response from the Board of Trade members. We need to go business to business. Our focus right now should be on making a solid list of businesses and their contacts.

Greg Turner visited the Digby High School Tourism Class and got very good responses from the students. Perhaps we should do a general assembly.

- d. **DATA 10 Year Anniversary (Thursday, November 24 @ 7pm in Digby Firehall)**  
Mary will order a large layer cake with the DATA anniversary logo on it as well as two veggie platters, two fruit platters. Joanne will be the DATA photographer. Tina will be supplying the coffee, tea and essentials such as napkins, forks, cups, etc., and Linda will be at a reception desk with new membership forms and inspiring content forms for potential new members. Linda will also be distributing the promotional luggage tags. It was also suggested we have a guest book which all agreed is a very good idea.

**All Board members should be available at 5:30pm to assist with the set up and after 9pm to assist with the clean up.**

- e. **2017 Canada 150:** "Connecting Through Time and Tide" update/getting out the word? We need to connect this to the Digby Guide at the meeting on November 2.
- f. **CBC: Ricardo Media new TV show:** Mary Tibbetts reported Ricardo Media seems to be no longer interested in the partnership. This show is to be seen across Canada so Digby Area will still be getting exposure we will just not be getting the b-roll video.
- g. **Doers and Dreamers 2017 Guide advertising update.** Right now there appears to be a glitch with ads however this should all be worked out by the end of the week.

## 7. Old Business:

- a. **AVCC:** tourism stakeholder mtg. (10/11/16) update. See 6a above.
- b. **List of things to do in the area.** This will be combined with the Digby County Guide meeting.

## 8. New Business:

- a. **Trade Shows:** umbrella group with Bay Ferries. The Board discussed the pros and cons of attending trade shows. The response from the Board was positive but we need more information. Tom Goodwin has offered to work on this and Mary Tibbetts will assist him.
- b. **Board Meetings:** can we set up for members to Skype mtgs. No, this is not feasible. Perhaps during the summer months conference calls will work.
- c. **Facebook:** can we change page picture to DATA logo instead of low tide?

*Tom Goodwin made a motion to allow Mary Tibbetts to update the Facebook cover picture.  
Linda Graham seconded. All aye. Motion carried.*

**Burncoat Head Funding; and, Thomas Edison.** Linda Graham researched funding received by Burncoat Head and asked what do we have in this area so we can apply for this ACOA funding. The Board is requested to research this and send in ideas.

Linda also suggested we should use Thomas Edison and his connection to this area. His father was born in Marshalltown. We need to research this connection to see how we can use this.

**Accommodations Link:** Linda Graham also suggested a link on our web site to all accommodations and will forward the information she has to Mary. They will look into this and bring it to the next marketing committee meeting.

**Digby Neck & Islands Brochure.** Tina Frost indicated tourism is up on Digby Neck & Islands and they are going through the brochures more quickly than anticipated. The brochures will need a re-printing sooner rather than later and to offset the cost of this Tina has suggested t-shirts and hats to consign to various businesses, with the profit from these sales going directly to the brochure. Greg Turner asked Tina to get estimates and bring them to the next marketing meeting.

**Federal Canada 150 Funding:** Bob Benson reminded us that this funding needs to be applied for as soon as possible. We had decided on uniform signage and mapping as a project.

Julie suggested if we should include the hiring of a marketing firm in our grant application and perhaps put out an RFP (request for proposals) to marketing firms. Bob is to send Mary an email with necessary information and will advise what information we need to put into this application.

Joanne Tinker will take the lead on this; Julie will help as she has time, and Mary will assist as needed.

**A marketing meeting will be scheduled in January 2017.**

9. **Correspondence:** High Cliff Cove Trail. Greg Turner read a letter received from Attorney George Ash. His clients believe DATA is responsible for signs in place that direct members to trespass over their property. It was requested that all signs be removed immediately or they will consider commencing legal action. The Municipality has agreed to take down these signs. We may have to return the insurance money granted to DATA from the Municipality.

*Tina Frost made a motion to remove all signage that points to High Cliff Cove Trail.  
Julie MacLean seconded. All aye. Motion carried.*

**10. Next Meeting: Wednesday, November 16, 2016, 2pm @ Digby Town Hall**

**Adjournment:** Tom Goodwin called for adjournment at 4pm.