

Digby Area Tourism Association (DATA)

Board of Directors MINUTES – APRIL 12, 2017

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Linda Graham, Tina Frost, Kevin Ellis, George Manzer

Regrets: Tom Goodwin, Carol Barnes, Saskia Geerts

- 1. Welcome** Greg Turner opened the meeting at 2pm.
- 2. Treasurer's Report:** No report.
- 3. Agenda: Approval/Additions/Deletions:** Added to the agenda: Digby Neck and Islands T-shirts/hats, placed under old business; and, blogger James Hunter, placed under new business.

*Linda Graham made a motion to accept the agenda with additions.
George Manzer seconded. All aye. Motion carried.*

- 4. Approval of previous minutes** (March 8, 2017 and March 27, 2017): No changes.

*Mary Tibbetts made a motion to accept the minutes of the March 8, 2017 meeting as submitted.
Linda Graham seconded. All aye. Motion carried.*

*Mary Tibbetts made a motion to accept the minutes of the March 27, 2017 meeting as submitted.
Tina Frost seconded. All aye. Motion carried.*

- 5. Business Arising from Previous Minutes:** Chair Greg Turner reviewed the March 8, 2017 minutes. We are still waiting for a proposal from Michael Carty on the Downtown WiFi. Tina gave an update on the Ferry Approach Project, which has an early to mid-May start date.

Chair Greg Turner reviewed the March 27, 2017 minutes. Expedia did a small release. This morning he had a conversation with Laura Simmons regarding the Best Practices event in Calgary which she will be attending. There is an agenda outline which Greg will forward to Board members to review. The concern is peripheral events feeding off of our events, the WRR, and profiting without joining or donating to that event organization. We need to take either an aggressive approach or a come and join us approach. Greg would like the Board's comments and/or questions to the agenda.

Greg and Kevin gave an update on the tall ships event; Dave Gunning will be performing; Theodore Tugboat is a possibility.

The Host Program is going well and both the Host Program and the Luggage Tags are ongoing. Bay Ferries Partnership is also ongoing and updates will be given.

Linda Graham gave an update on the Gateway name. Truro is no longer going to use this name. Kevin Ellis suggested we send a letter of thanks to Truro. It was also suggested we ask Penny Graham for permission to use the name Gateway in the BoFTP.

Dashboard Living. Tina found out that Penny Graham is providing the accommodations and Tina will see if she can find out who hired them. We don't have the cash to take this on but they will be in our area toward the end of August and that will provide the exposure for our area. The only time they could come to Digby is July 15. For this year we will table this and let Digby Neck & Islands host.

6. New Business

a. TNS Digital Marketing – Google Workshop (April 24). See under Grants/Funding.

b. Blogger James Hunter. Tina Frost has found Mr. Hunter's blogs to be filled with inaccurate information and it seems he ignores Digby while talking surrounding areas. Fromners and Destination Canada also seem to have the same problem.

It was suggested that both a hard copy and an email with the digital link for the new Guide be sent to Mr. Hunter as an information packet and he should be invited to visit our area. Tina has offered free accommodations for Mr. Hunter should he accept this invitation. Also, if he does accept and the timing is good, Greg will act as Mr. Hunter's area guide.

7. Grants/Funding:

a. Employee Grants – Greg informed the Board that the summer student position has been approved for 240 hours, which works out to 8 weeks at 30 hours per week. We may want to consider adding two or three weeks in June out of our budget to give time for training. The town has offered the office for the student's use. We will need a new computer, which we would need anyway as the IC needs a heavy duty processor.

The Inspiring Content B-roll has been requested by partners; we have to guarantee anyone who takes the B-roll sign a Memorandum of Understanding before they will be allowed to use it. TNS has our video already playing in Germany.

b. Digital Marketing w/TourismNS: update. A conference call was held on April 11. TNS will look at our social media to find the best way to get started, ways to create action, evaluate. Mary has sent our social media log-in information to the expert. We need help assessing just what we need. There will be a Google workshop on April 24 which Greg will attend.

c. Town Funding: The budget process has started and we will be notified.

d. Municipality Funding. The budget process has started and we will be notified.

e. Small Businesses. There are programs to help small businesses get started. Suggestions were for deep sea fishing, glamping, etc. to bring new and interesting tourism venues. We could host a small business workshop. Grant possibilities would be CBDC, ACOA, the Province.

8. Old Business:

a. Annual General Meeting. Saskia Geerts sent an email asking board members if they were re-offering. Greg Turner, Linda Graham, Tina Frost, Mary Tibbetts will re-offer. Mary has started placing ads for the May 10 date and will forward a poster to all board members to post in their areas.

b. Digby Neck & Islands T-shirts. Tina gave an update on the t-shirts and hats. Funding figures were available. Greg Turner indicated Tina Frost should reimburse herself first and profits then received would go to DATA and the consigners.

Greg Turner suggested Tina send a t-shirt to Adam Cornick, the IC photographer.

Tina Frost made a motion to approve the design format and price list for the t-shirts and hats. Kevin Ellis seconded. All aye. Motion carried.

9. Marketing Committee: Chair Greg Turner read and reviewed the report of April 10, 2017.

Bay Ferries Experiences. Amy Tudor offered to do a presentation on whales on the Fundy Rose and Shelley Lonergan will do a presentation on the CAT. Amy requested \$75 to cover expenses. Chair Greg Turner requested that both Amy and Shelley should receive expenses. Also, Bay Ferries will be offering \$20 toward meals and will provide staff and cookware for scallop tasting; it was suggested that Ben Cleveland be approached to do the scallop presentation.

Linda Graham made a motion to approve expense reimbursement of \$75 to any ambassador who does a presentation on the ferries.

Tina Frost seconded. All aye. Motion carried.

10. Next Meeting: Annual General Meeting, May 10, 2017 @ Municipality Council Chambers

Adjournment: The meeting adjourned at 3:30pm