

DATA BOARD OF DIRECTORS

MINUTES – JULY 12, 2017

Present: Greg Turner, Mary Tibbetts, Taylor Robinson, Hal Theriault, Kevin Ellis, Linda Graham, Tina Frost, Saskia Geerts

Regrets: Tom Goodwin, Carol Barnes

1. **Welcome** Greg Turner opened the meeting at 2pm.
2. **Treasurer's Report:** No report; Greg Turner reviewed the most recent account statement.
3. **Agenda: Approval/Additions/Deletions:**
Greg Turner added Digital Video Marketing under New Business.

*Kevin Ellis made a motion to approve the agenda with addition.
Hal Theriault seconded. All aye. Motion approved.*

4. **Approval of previous minutes** (June 14, 2017). No changes.

*Mary Tibbetts made a motion to approve the minutes of June 14, 2017 as submitted.
Kevin Ellis seconded. All aye. Motion approved.*

5. **Business Arising from Previous Minutes**

Recommendations/motions of June 14, 2017 Board meeting passed by majority vote via email.

Tina Frost reported on overhearing “no idea” when an employee of a local gas station was asked about the location of Whale Cove, and other businesses. Everyone agreed employees should be encouraged to respond “I will find out,” or “visit the VIC.” This issue is being addressed under the Host Program.

Marlene Joudrey has agreed to join the DATA Board as representative for Bear River First Nations.

6. **Grants/Funding:** Nothing new at this time.
7. **Old Business**
 - a. **Digital Marketing w/TourismNS.** Web site visits are up. The kayaking video has been put on TNS site; Bear River post has been requested by Phil Swinney.
 - b. **Truro:** Thank you sent. There is no more that DATA can do.
 - c. **Signage:** Letter sent to both town and municipality re clarification of by-laws. Much discussion. Airb&b will catch up with bad reviews. TNS doesn't have enough resources to follow-up throughout the province. Tina Frost wants to gather information to estimate how much tax income the area is losing. The new by-laws officer has been tasked with finding a solution.

8. Marketing Committee

a. **CAT and Fundy Rose Ferry VIC:**

The Fundy Rose has hired a visitor information representative, Ginger Murphy. The Municipality check of \$5,000 was received to support visitor information services on the Fundy Rose. Bay Ferries is taking care of the paperwork; no more to be done by DATA at this time.

CAT is having engine difficulties and the area's trip on July 15 was cancelled. We will be advised of new date.

b. **TNS Digital Marketing:** Greg is writing an MOU which will be required to be signed by all who wish to use the IC b-roll.

c. **Bay of Fundy Tourism Partnership (BoFTP):** Linda and Tina will get the DATA email address added to the list of members so we will receive updates.

d. **Experience Digby Area Guide:** re-print vote (see quote). A re-print is very expensive. It was decided we would distribute the guides we have and look into ordering more for next year. Hal Theriault will deliver Digby Area Guides to the CAT.

9. **New Business:** Taylor Robinson, Summer Outreach Coordinator, gave an update on the marketing and administrative work she has been doing. Greg indicated Taylor is doing a very good job and is working hard on the host program. Linda Graham indicated all host program stickers are gone and we should get more.

Linda Graham made a motion to have more host program stickers printed by Rick Foote.

Tina Frost seconded. All aye. Motion approved.

Digital Video Marketing: Greg reported on his conversation with Sarah Hennebury, who indicated TNS has never used Proptonics. Greg will ask Andre for a proposal to get a price comparison of Trampoline vs. Proptonics for production of video marketing.

Email signature: Tina Frost suggested all Board members should put a signature phrase at the bottom of all of their emails. "An adventure is waiting; All it needs is you. Visit digbyarea.ca" was suggested and agreed upon.

Tall Ships: Saskia Geerts gave an update.

Digby Neck & Islands brochure: A request was received for more brochures from Mersey River Chalet. Taylor will mail these out.

Gullivers Cove Trail. The Municipality has hired Jonathan Riley as the Trails and Open Spaces Coordinator and talks have been opened with all concerned parties regarding the right of way agreement. The trail will become a municipal trail and there will be a Gullivers Cove Trail Committee. The Board agreed this will benefit DATA and the trail will be able to be placed in the Guide. Tina Frost will join this committee as the DATA representative and will keep DATA updated.

10. **Next Meeting:** August 9, 2017, 2pm @ Municipality Council Chambers

Adjourned: 3:30pm