

DATA BOARD OF DIRECTORS
August 8, 2018 @ Municipality

MINUTES

Present: Mary Tibbetts, Peter Turnbull, Duetta Comeau, Amber Sullivan, Kevin Ellis

Regrets: Greg Turner, Carol Barnes, Linda Graham, Darren Carey, George Manzer

1. **Welcome:** Mary Tibbetts opened the meeting at 2:00pm and welcomed all present. Not enough board members were present to create a quorum and no motions can be passed; any motion will be presented as a recommendation until approved by a quorum.
2. **Treasurer's Report:** No report.
 - a. **Jeremy Sanford:** revisit getting a report: Tabled to next meeting.
3. **Agenda: Approval/Additions/Deletions:** Duetta Comeau added VIC under New Business.
4. **Approval of previous minutes** (July 12, 2018): No changes.

*Mary Tibbetts made a motion to approve the minutes of the previous minutes.
Motion tabled to the next meeting.*

5. Business Arising from Previous Minutes:

- a. This was more than a repeat of the presentation given at the DATA AGM. It was agreed that with so many leaders at this meeting, DATA needs to try to be a presence.
- b. Mary reported that the Digby Song has been added to the website. It is under places, Digby. Perhaps we can find songs about the other towns in our area.

6. Grants/Funding:

ACOA: AMR: Accelerated Market Readiness update: Mary reported this project is moving right along; the chosen consultant, Harvey Sawler, is scheduling meetings with the operators and project completion should be early October.

7. Old Business:

- a. **Encouraging our partners and members to link** the Digby area videos and to post and link our logo on their websites: Student Amber Sullivan has been asked to prepare an email. Scallop Days will not put our logo up because we do not donate money; however, they have asked for the DATA student for approx. 20 plus hours and extra advertising for the festival, which is in-kind. All members should be posting our logo and video.

8. Marketing Committee:

- a. **Digital Marketing:** Mary reported the budget for this year is near the end and is posted right through July.

Inspiring Content should we consider for 2019. It was agreed it may be a good idea to refresh our IC; however, with people, action and voice-over. Tabled to next meeting.

- b. **Saltscapes** (dates t/b/d) (2018 was held April 20-22): Tabled to next meeting; however, Duetta and Amber believe the Masstown Market Saltscapes may be a better venue than Halifax. Amber has been asked to do a comparison. Volunteers to attend will be needed.

- c. **Boston Globe Travel Show 2019** (January 18-20, 2019): Tabled to next meeting.
- d. **TIANS 2018 Tourism Summit**; November 25-27, 2018 at the Westin Halifax.: Tabled to next meeting; however, Mary asked those present to think about attending as we have agreed more than one representative would be more valuable to DATA's networking.

9. New Business:

- a. **Membership** increase: It was agreed that an increase is necessary. Tabled to next meeting. Amber showed a membership/visitor guide package she is working on. It was suggested she look for the statistics for this area rather than the Bay of Fundy and Valley. Duetta will help her with this.
- b. **Visitor Guide** ads increase: Tabled to next meeting.
- c. **Fundy Rose Working Committee** – Kiosk support: Mary reported on the July 24th meeting. A discussion was held with Qwick Media to discuss different kiosk options. The next meeting in September we are to bring suggestions of what we want the kiosk to be capable of doing. No pricing until this decision is made.
- d. **Scallop Days**: Amber will be set up at the VIC on Sat. & Sunday from 9-6. Her priority will be to answer questions re Scallop Days; however, she will have DATA rack cards and invite visitors into the VIC if they would like to have a Visitor Guide. She will also be selling raffle tickets for the Friends of Point Prim.
- e. **Summer Student Amber Sullivan**: Amber reported on the Maud Lewis pamphlet she is putting together. This will hopefully be ready for distribution at the Wharf Rat Rally.
- f. **VIC**: At the beginning of this season Tom Goodwin suggested ambassadors be visible in downtown Digby, answering questions, passing out pins, etc. Everyone agreed this would be a good idea. Duetta Comeau suggested DATA's student, Amber, and the VIC student, Zoe, do this for a few days. The dates of August 16, 17, 20 & 21 have been agreed upon. The students will report back on the success of this idea.

10. Next Meeting: September 12, 2018, 2pm @ Municipality

Adjournment: 3:05pm