

DATA BOARD OF DIRECTORS
February 21, 2018, 2pm @ Municipality

MINUTES

Present: Peter Turnbull, Tina Frost, Mary Tibbetts, Kevin Ellis, Penny Graham, George Manzer

Regrets: Greg Turner, Hal Theriault, Tom Goodwin, Linda Graham, Carol Barnes

- 1. Welcome:** Tina Frost opened the meeting at 2pm.
- 2. Treasurer's Report:** tabled to next meeting.
- 3. Agenda: Approval/Additions/Deletions:** Added under New Business was Membership/awareness of local area businesses.
- 4. Approval of previous minutes** (January 10, 2018): No changes.

Mary Tibbetts made a motion to approve the minutes of January 10, 2018, as submitted.

Kevin Ellis seconded. All aye. Motion approved.

5. Business Arising from Previous Minutes

- a. Credit Card:** If not already set up, it will be soon.
- b. E-transfers:** Waiting for Treasurer to set up.
- c. Second Signer:** After discussion it was agreed that, for DATA security, more than one person should have authority to prepare and sign checks due to the possible unavailability of the DATA Treasurer.

Tina Frost made a motion to authorize Mary Tibbetts as co-signer in the event of the unavailability of the DATA Treasurer.

Kevin Ellis seconded. All aye. Motion approved.

After further discussion, it was agreed that there should be three persons authorized to sign checks and all checks must be signed by two persons. This is a precaution to cover vacations, illness, schedules of unavailable signees.

Kevin Ellis made a motion to secure two signatures on every check and nominated Greg Turner and Mary Tibbetts to be the second and third signees.

George Manzer seconded. All aye. Motion approved.

6. Grants/Funding:

- a. ACOA:** Brianne Lombard – AMR: Accelerated Market Readiness. Greg Turner has been working with Brianne and she will provide an update soon.
- b. Annual Town and Municipality Funding:** municipal and town annual funding requests as well as request for representatives for 2018-19 have been submitted. We are still waiting to hear about annual funding; Peter Turnbull and George Manzer are both re-offered for 2018.
- c. Canada Summer Student Application** (deadline Feb. 2): Has been filed. Advertising will begin upon approval of the grant application.

7. Old Business:

- a. **Town and Municipality:** a meeting needs to be set up with the web developers to improve DATA recognition as a partner.
- b. **Web site development:** updated with festivals and IC pictures. The site is looking good. Work continues. Links to major partners, Municipality, Town & BF should be placed on the home page.

8. Marketing Committee: Schedule Meeting for Digby Guide only.

- a. **Boston Travel Show** update. Tina Frost asked if all had read the update emailed from Greg Turner. Tina, and all present, think Greg did an awesome job and want to extend their sincere thank you for the hard work this entailed. This was better than the Saltscapes Expo and all agreed, if possible, this Boston show should be attended again in 2019.
- b. **Marketing Meeting:** We had a quick review of the minutes of the previous meeting and another marketing meeting should be scheduled quickly to go over the Digby Guide. Tina Frost believes the Pick Your Top Ten is ready to be posted on social media.
- c. **Digby Guide:** full page filler needed; also, do we want to pay extra to have guides delivered directly to Provincial VICs. The answer was no; Tina offered to take all guides to the distribution center.

Annapolis Royal map for full page? The Board decided to include a history of the area; not a map of Annapolis Royal.

Replace Needle Pulling Thread with Quilts by the Bay or Roof Hound? Tabled to the next marketing meeting.

9. New Business:

- a. **Annual General Meeting** – ads and notices start beginning in early April
Vice-Chairperson heads the Nominating Committee; Tina Frost will start asking for re-offers and finding placements for the empty slots.
Set date: Wednesday, May 9. 6pm Meet and Greet; 6:30pm Meeting.
- b. **Western REN:** German Translations. We need to find out how much is charged for this service. Tina Frost said not to hire someone; she knows someone who will translate to German and French at no charge. We will continue to find Chinese and Spanish was also suggested.
- c. **Saskia Geerts** Resignation. We thank Saskia for her contributions to DATA.
- d. **Business Awareness:** Again the frustration of businesses which do not recognize DATA was highlighted. Businesses on the Islands, downtown Digby restaurants, etc. are all reaping the benefits but refusing to get memberships or ads. How do we fix this? We should bring the FAM tour back to the agenda. We have to keep working at this and come up with ideas.

10. Next Meeting: March 14, 2018, 2pm @ Municipality Council Chambers

Adjournment: Tina Frost called for adjournment at 2:40pm.