

**DATA BOARD OF DIRECTORS**  
**June 13, 2018 @ Municipality**

**MINUTES**

**Present:** Greg Turner, Mary Tibbetts, Kevin Ellis, Linda Graham, Cheryl Forrest

**Regrets:** Carol Barnes, Tina Frost, Tom Goodwin, George Manzer, Darren Carey, Peter Turnbull

1. **Welcome:** Greg Turner opened the meeting at 2pm 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; however, not much change since last month.
3. **Agenda: Approval/Additions/Deletions:** Added were Bay Ferries "Digby Fridays" and "The Digby Song" by Stephen Outhouse.
4. **Approval of previous minutes** (April 11, 2018)

*Mary Tibbetts recommended the Minutes of the Previous Meeting be approved as submitted.*

5. **Business Arising from Previous Minutes.** None.
6. **Grants/Funding:**
  - a. **ACOA: AMR: Accelerated Market Readiness:** After several meetings with Brianne Lombard of ACOA this project is right on track. There are eight participants.
  - b. **Annual Town and Municipality Funding:** Both have been approved.
  - c. **Canada Summer Student Application:** No applicants.
7. **Old Business:**
  - a. **Town and Municipality:** Both web Sites have added the DATA logo.
  - b. **Ellis Golf Tournament** – Volunteers needed. Mary Tibbetts will volunteer.
  - c. **Spring Into Summer** – Volunteers needed. Mary Tibbetts will volunteer.

Cheryl Forrest updated us on events happening at the new VIC showcases this summer which will be highlighting area happenings, businesses and artists.

Kevin Ellis reported that the Conway Workshop will be renting a space in downtown Digby and it will be called "Water Street Creatives." Starting on June 25 and will be open 6 or 7 days per week. This too will be highlighting local artists and businesses.

The Digby Area Board of Trade Awards Dinner is being held on Wed., June 20. A DATA representative should attend this dinner. Greg Turner may be attending; possibly Linda Graham. If Greg can not attend, Mary Tibbetts will attend with Linda contingent upon DATA covering the \$50 cost.

## 8. Marketing Committee:

- a. **Digital Marketing:** Greg Turner gave an update. The SEM (Search Engine Marketing) is underway. Amy Tudor prepared Facebook posts.
- b. **Synergy Screens:** Tabled to next meeting.
- c. **FAM Tour:** Mary and Cheryl submitted a proposed agenda and suggestions. This will require some time from each area representative but we have worked it out so it will take only one hour or less of the representative's time; although more time would be appreciated. Follow-up emails will be sent out with details.

### Email Vote:

*Kevin Ellis made a motion for DATA to contract out to Transport de Clare for a 22 passenger bus for transporting the FAM Tour on Wednesday, July 4, 2018.*

*Linda Graham seconded this motion.*

## 9. New Business:

- a. **BoFTP:** Annual General Meeting: Via email Tina Frost reported The phone call was iffy as I only heard every second word. From what I did hear though, it was 90 % financials and they asked for volunteers for the board.
- b. **TIANS 2018 Tourism Summit:** Tabled to the next meeting.
- c. **Digby Harbour Port Authority:** Linda Graham will try to go to this presentation as the DATA representative.
- d. **Bay Ferries VIC position:** A meeting was held on Tues., June 12, with Monica MacNeil of Bay Ferries, Suzanne MacDonald of New Brunswick Tourism and others. The position for 2018 is filled. However, there is a gap for the late trip and also for September and October. We are looking at long-term solutions with the possibility of a kiosk on board the ferry so if there is no representative there is still the technical option. The kiosk will be available with the Digby Area visitor guide, Saint John's visitor guide, New Brunswick and Nova Scotia visitor guides. Updates will follow as details are worked out.
- e. **Bay Ferries "Digby Fridays"** is on hold at this time. Bay Ferries will be partnering with the Halifax Jazz Festival this year and there will be jazz on the Fundy Rose.
- f. **"The Digby Song"** Stephen Outhouse has very kindly given DATA permission to use his CD to promote the Digby Area. We should champion our local music.
- g. **Cruise Ship Visit:** There was a lot of heat over advertising for the cruise ship that came into Digby on May 28. There was a last minute decision of the cruise ship to come in a week early. Both the Digby Harbour Port Authority and DATA took a lot of heat over the lack of advertising. We had no control over the very sketchy information being received; however, some posted very negatively on DATA's Facebook page. Very few passengers stayed in Digby as buses took the majority to Bear River and Annapolis Royal so even without the advertising, Digby Area was not affected. We have to move on to do our best to communicate and advertise.

**10. Next Meeting:** July 11, 2018, 2pm @ Municipality

**Adjournment:** 3:30pm