

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

MINUTES

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

Regrets: Hal Theriault, Penny Graham, Carol Barnes

1. Welcome: Greg Turner opened the meeting at 2pm. He began the meeting with an introduction of Duetta Comeau who, along with Cheryl Forrest, will be the liaison with the VIC. Duetta gave an update on the upgrades made on the inside of the VIC. Also, at times there will be a cross-over of summer student time schedules and when this happens a student will walk downtown Digby to promote the area as an ambassador and answer any questions the visitors may have. Great idea.

2. Treasurer's Report: Carol Barnes was not in attendance; Greg Turner talked briefly of the draft budget given to him. Jeremy Sanford will charge approximately \$1,000 per year to give a detailed statement. It was decided to wait until we have an updated budget and report from Carol Barnes.

We should have a credit card at the end of the summer/early fall; Carol will give details on this; Mary Tibbetts has set up e-transfers so that option is now available for all payments to DATA. We will set up the second signer at the bank upon Carol's return home.

3. Agenda: Approval/Additions/Deletions: Under new business, Tina Frost added the top ten list and under marketing Linda Graham added translations of the rack card.

Linda Graham made a motion to approve the agenda with additions.

Tina Frost seconded. All aye. Motion approved.

4. Approval of previous minutes (February 21, 2018). No changes.

Mary Tibbetts made a motion to approve the minutes of February 21, 2018 as submitted.

Kevin Ellis seconded. All aye. Motion approved.

5. Business Arising from Previous Minutes: Mary Tibbetts said the date of the annual general meeting has been moved from May 9 to May 2, due to Chairperson Greg Turner's vacation. No one had any objection to this and the date is changed to May 2.

6. Grants/Funding:

a. ACOA: Brianne Lombard – AMR: Accelerated Market Readiness

Greg Turner gave an update and went over the application. We have four out of five who responded yes to the program; one will have questions for Brianne before signing off on this. We need to approve DATA's participation commitment from DATA for \$3,000. DATA will get an assessment and direction from a consultant in addition to helping members. This report will also provide information to the Municipality and the Town that we are serious and have a real need for an employee be it full-time or part-time. This report will also be recognized by both Federal and Provincial governments.

Tina Frost made a motion for DATA to move forward with the AMR Program and to make available the \$3,000 needed to supplement this project.

Linda Graham seconded. All aye. Motion approved.

- b. **Annual Town and Municipality Funding:** municipal and town annual funding requests have been filed; waiting to hear.
- c. **Canada Summer Student Application:** Has been filed; should hear in early-mid April.
- d. **Boston Travel Show:** A check in the amount of \$1,000 has been received from the Town of Digby to assist with these expenses. Mary Tibbetts will send a thank you letter.

7. Old Business:

- a. **Town and Municipality Web Sites.** Greg Turner showed the upgrades to the DATA website and Mary will talk to the town and municipality as soon as there is time.

Tina Frost believes there is confusion with the DATA logo and she has heard people believe that DATA and Coastlines & Cultures are two different entities and have asked her the difference between the two. After discussion it was decided it would not hurt to add DATA under the line Coastlines & Cultures. Hopefully the AMR consultant can help with this as well.

Greg Turner explained that the digital marketing records every single click, helping us to know the traffic to our site.

- b. **Annual General Meeting** – ads and notices start beginning in early April
Vice-Chairperson heads the Nominating Committee
New date (Wed., **May 2** – 6pm Meet & Greet; 6:30 AGM)
Final Deadline to submit reports, comments, suggestions is April 20.
- c. **Business Awareness:** We have no new ideas. Hopefully the AMR report will help with this and have ideas on how we can reach out to businesses.
- d. **Web Site:** We do not want/need a “meet our members” section.

8. Marketing Committee:

- a. **Digital Marketing:** A conference call was held on 3/16/18. It is basically the same as last year. The contract has been sent and signed.

It was asked if we get our GST back. Retroactively? Are grants covered? We will ask Treasurer Carol Barnes and/or Jeremy Sanford to check on this.

- b. **Digby Guide:** Update: the guide is on-line; the proofs are in so hard copy guides should be ready by mid-April.

Rack Card Translations: Linda Graham had someone translate the rack card into Spanish. Tina Frost knows someone to translate it into French and German. Perhaps Marlene can get it translated for First Nations and Larry Peach can be asked for Acadian French. We will also ask at the House of Wong if they can translate the rack card to Chinese. The rack card will be added to the DATA website; not printed.

9. New Business:

- a. **Spring Into Summer:** Duetta Comeau said the VIC will be setting up and she will include DATA at their table. If we have a summer student, the student will attend to walk around to the different tables and promote DATA.
- b. **TIANS AGM:** Too far away this year but we will continue to pay membership dues.
- c. **Digby Harbour Port Authority:** IC b-roll request; permission given; Tom Goodwin offered to share as he has it on a 3tb drive. Tom must be careful to share only with IC partners.

- d. **Alignable:** a new on-line version similar to LinkedIn. DATA has signed on but this is more like an advertisement and less professional than LinkedIn.
- e. **Richard Ellis Golf Tournament:** This is a local charity of the Digby and Area Health Service Charitable Foundation and proceeds stay within the local area. It may be good advertisement to local businesses. The cost is \$125. Board Member Kevin Ellis will let us know if there are any volunteer positions available and our student will attend as a volunteer.

Linda Graham made a motion for DATA to support the Richard Ellis Memorial Golf Tournament by purchasing a Golf Tee Box at the cost of \$125.

Tina Frost seconded. All aye. Motion approved.

- f. **TourismNS: 5 reasons to visit NS:** Linda Graham mentioned that packages to our area are never offered by TourismNS. We need to contact them and find out how to get included. Also mentioned was NS launches a heart competition. Can TIANS help us? Gordon Wilson? Should we contact Nick Fry to ask how we can get SW Nova involved; perhaps partner with other areas.

10. Next Meeting: April 11, 2018, 2pm @ Municipality Council Chambers

Adjournment: 3:45pm