

Digby Area Tourism Association (DATA)

**Board of Directors
MINUTES – JULY 13, 2016**

Present: Greg Turner, Mary Tibbetts, Bob Benson, Linda Graham, Julie MacLean, Melissa Merritt

Regrets: Tina Frost, Saskia Geerts, Tom Goodwin, Penny Graham, Mike Bartlett, George Manzer, Joanne Tinker, Carol Barnes

- 1. Welcome:** Chair Greg Turner opened the meeting and welcomed attendees at 3pm.
Note: Only five voting members in attendance so if any motions are made they can not be approved until a quorum is present.
- 2. Approval/Additions/Deletions to Agenda.** Correspondence added.
- 3. Treasurer's Report - Audited Financial statement.** No report as Treasurer Carol Barnes is not in attendance. However, Chair Greg Turner has spoken to Jeremy Sanford who indicated it is not an audited report but he will inform Greg when his report is ready.
- 4. Approval of previous minutes (June 15, 2016).** No changes or additions.

To be approved at next meeting:

*Mary Tibbetts moved that the previous minutes of June 15, 2016 be accepted.
Linda Graham seconded.*

- 5. Business Arising from Previous Minutes** (occasionally items will be listed just to keep them from falling off the grid – not for discussion at this current meeting unless required)
Saltscapes 2017: tabled for the September meeting.
Halifax Kiosk: Bob Benson has spoken with Jimmy MacAlpine. Jimmy is trying to solicit support from municipal units in South west Nova to participate in the kiosk concept. Tabled unless further information becomes available.
Explore Digby County Guide: DATA will have a say in this and it will be our way to advertise and to control content. **MEETING: WEDNESDAY, NOVEMBER 2, 2016 @ 2pm**
Truro – Rising Tide for Fundy Gateway. Tabled.

6. Old Business:

- i. Marketing Committee:** Minutes of the July 6 meeting were reviewed and updated.

Inspiring Content: Greg Turner gave the update; He has heard from NS Tourism and they will be in touch with us when they have specifics ready.

Partnering with Discover Saint John-Bay Ferries: Greg Turner and Mary Tibbetts have been in touch with both and hopefully the meeting will take place soon. Mary will send a follow-up email and perhaps the meeting will take place next week. Interested Board members will be available to attend.

DATA Membership Decals: The Board needs to discuss if we really need them and, if so, how many. Julie MacLean will be talking with Rick Foote at Digby Print and Promo to get prices and see if the QR code can be place on the decals.

The Coastline: Greg Turner has talked to Rob Hersey about this and Rob will see if he can fit a small article and a jpeg of our anniversary logo into the next edition.

Host Program: A letter has been sent to the Digby Area Board of Trade. Linda Graham and Julie MacLean will follow-up with them. Ideas such as Greg Turner presenting to the high school with skits, contests and the Inspiring Content Video. **MEETING: WEDNESDAY, OCTOBER 26, 2016 @ 2pm**

Explore Digby County Guide: All DATA area representatives should be giving content to this. **MEETING: WEDNESDAY, NOVEMBER 2, 2016 @ 2pm**

Digby Pier Lighthouse: Greg Turner gave an update. This will be ready for the ceremony at 1 PM on July 23. The names from the Fishermen's Memorial will be on the shingles at the top. DATA members should attend.

DATA 10 year Anniversary: It was decided to do an evening event on **THURSDAY, NOVEMBER 17 @ 7pm** at the Firehall. Details still to be worked out but the theme will be the unveiling of the Inspiring Content Video.

2017 Canada Anniversary: "Reaching for your Roots" from the theme "Old Home Summer" is a project agreed upon. A meeting with Nick Fry of NS Tourism is being set up for early August. This will also be presented to the Admiral Digby Museum with a request that we partner on this project.

PROJECTED MEETING DATE: WEDNESDAY, AUGUST 3, 2016 @ 2pm

ii. **Membership Committee:** No update.

iii. **Grants:** Tabled until January; possibly schedule a meeting with Gordon Wilson.

iv. **High Cliff Cove Trail** – Greg Turner has submitted a grant request to the Municipality of Digby to allow DATA to insure the trail.

7. **Correspondence:** Mary Tibbetts reported the check from the Town of Digby in the amount of \$2,500 has been received. This is in response to our annual grant request for operating expenses. A thank you letter went to the Town when we received their letter approving our request.

A thank you note was received from Jill Balser/Digby County Welcoming Committee for DATA's participation in the first annual multicultural festival.

8. **Next Meeting:** Wednesday, August 17, 2016, 2pm @ Municipality

Adjourned: 4:20pm