

**Digby Area Tourism Association (DATA)  
Board of Directors  
MINUTES – MARCH 16, 2016**

**Present:** Greg Turner, Joanne Tinker, Linda Graham, Bob Benson, Tina Frost, Mike Bartlett, Mary Tibbetts, Tom Goodwin, George Manzer

**Regrets:** Saskia Geerts, Carol Barnes

Greg Turner presented the agenda on screen.

1. **Welcome:** Acting/Vice Chair Greg Turner opened the meeting and welcomed all present at 2pm.

Greg Turner introduced Joanne Tinker who has accepted the position of DATA Weymouth representative. Joanne Tinker works for the Weymouth Waterfront Development Commission.

2. **Approval/Additions/Deletions to Agenda:** After review, Greg Turner asked if there were any changes or additions to the agenda.

Added to the agenda was Saltscapes Food and Travel Guide, Spring into Summer, new Weymouth area representative and summer DATA Board meetings. Added under Old Business was the presentation to the Board of Trade.

*Tina Frost moved for adoption of the agenda as submitted, with additions.  
Bob Benson seconded. All Aye. Motion carried.*

3. **Treasurer's Report:** No report.

Greg Turner reported that originally funds had been put aside for two UNESCO signs however only one sign has been purchased. At this time the funds put aside for the second sign will be held in trust until a decision on the second sign has been made.

Mary Tibbetts reported the invoice for advertising the DATA hyperlink in the Halifax Guide has been received and given to Treasurer Barnes for payment.

4. **Approval of previous minutes (February 17, 2016):** After review, Greg Turner asked if there were any changes to the previous minutes. None.

*Mary Tibbetts moved for adoption of the previous minutes as submitted.  
Tina Frost seconded. All Aye. Motion carried.*

5. **Business Arising from Previous Minutes.** Greg Turner explained that not all items mentioned on the Agenda are for discussion; they are listed just to keep them from falling off the grid.

**Halifax Kiosk:** George Manzer is keeping up-to-date on a waterfront kiosk in Halifax for the summer of 2017 which is Canada's anniversary. He will keep us up-to-date on this as more info becomes available.

**High Cliff Cove Trail** – easement agreement. High Cliff Cove Trail is a small destination trail and Greg Turner got a copy of the easement agreement which is between Charles Haliburton and DATA. Greg will be meeting with Bob Powell to discuss this and get details regarding the possibility of the Municipality taking control of this trail. It is a 15 year easement which gives us some time.

6. **Old Business:**

- i. **Saltscapes Committee:** The committee met on March 15 and Greg Turner gave an update. The set up was tested. A schedule is needed for the volunteers who will be manning the booth.

**Booth at Curling Championship.** TV, banners and Volunteers are ready to man this booth.

**DATA pay for Greg Turner expenses.** In 2015 DATA paid expenses for Greg Turner who is chair of the Saltscapes Committee and must be in Halifax for set up on Thursday night through take down on Sunday night. It was agreed the same arrangement should be in place for 2016. Greg mentioned that the Municipality is paying expenses for Rob Hersey, and it was suggested that DATA and the Municipality share the accommodations expense for both.

*Mary Tibbetts made a motion for DATA to share accommodation expense with the Municipality for Greg Turner and Rob Hersey.*

*George Manzer seconded. All Aye. Motion carried.*

Greg Turner spoke with Digby Print & Promo to get the cost of making DATA stickers to be placed on the Explore Digby Guide which will be available for distribution at Saltscapes. The cost of 2,000 stickers will be \$72.60 plus tax. After discussion,

*Linda Graham made a motion for DATA to purchase the stickers at the cost of \$72.60 plus tax.*

*Bob Benson seconded. All Aye. Motion carried.*

**Phone/visit campaign to get more stakeholder support.** Tabled - ongoing.

- ii. **Inspiring Content Partner Program:** Greg Turner gave an update on his presentation to the Town, Municipality and Board of Trade. NS Tourism should be releasing details of the program at the end of March.

**Plan a “lunch and learn” date for all members. Topics?** Tabled; possible AGM discussion.

- iii. **Hike NS Summit:** Greg Turner gave an update; DATA booth at the summit and Tina Frost and Linda Graham will man the booth.

- iv. **Digby Neck and Islands Map:** Tina Frost gave an update. The map has been sent to the printer. 30,000 copies will cost \$2,676.31 plus tax. Eventually it is hoped the map will go interactive on-line. We will wait until the map gets signed off on prior to posting a copy on our web site. Tina Frost is to send the map to Mary.

Tina said none of the Digby Neck businesses are interested in becoming DATA members and suggested they get a free membership for placing an ad on the Digby Neck map. This would be unfair to other members who have paid their membership and still pay for advertising.

Tina will send personal emails to all businesses with membership and AGM information. She will send all email addresses to Mary.

- v. **Courier stories/Article writer:** Peter Turner agreed to write articles.

- vi. **Print Media:** Greg Turner gave an update on his meeting with John DeMings regarding Explore Digby County Guide.

- vii. **Partnering with Discover Saint John** – need someone to work on this.

- viii. **Working with Bay Ferries** – need someone to work on this.

This is tabled for now; Greg Turner will follow-up with Bay Ferries.

- ix. **Marketing Committee:** Mary Tibbetts will send an email and set up a meeting date. Bob Benson gave an important reminder regarding promotion. We did not promote the Pack Your Rubbers campaign. Didn't announce winner or thank the voters. This has to be addressed.

Add Dark Sky destination to the marketing agenda. What would DATA's role be.

- x. **Membership Committee:** Mary Tibbetts gave an update. Membership has been a challenge. A draft of a follow-up email to members was passed around for the Board to decide if yet another email should be sent to potential members. Greg Turner put this matter to the side while the Board read the draft. After discussion,

*Tom Goodwin made a motion to send this one more email to potential members.  
George Manzer seconded. All Aye. Motion carried.*

Mary also suggested an honorary membership to the RCMP and area Fire Departments as a good will token. They protect not only residents but tourists as well.

*Linda Graham made a motion to present an honorary membership to the RCMP and Fire Departments.  
Tom Goodwin seconded. All Aye. Motion carried.*

- xi. **Annual General Meeting:**

**Nominating committee** Tina Frost gave an update and said nominations are ready for the AGM.

**Meeting Update:** Thursday, May 5, 2016, 2pm @ Municipality Council Chambers. Ad is ordered for the Digby Courier. Posters and info will be widely distributed.

**Board of Trade.** Greg Turner gave a presentation to the Board of Trade. DATA member Linda Graham is also a Board of Trade member. Linda suggested we see if DATA could be a non-profit member of the Board of Trade. Greg suggested we barter since there is only a \$5 difference in membership and have a DATA membership on the Board of Trade and the Board of Trade would have a membership on DATA. Linda will put this on the agenda for the next Board of Trade meeting. Mary will put a link to the Board of Trade on the web site.

- 7. **New Business:**

**Saltsapes Food and Travel Guide for 2016.** Tabled. Expensive: do we need to do this.

**Spring into Summer. (June 10 & 11)** Mike Bartlett reported on this. There will be a new format with raffles and demonstrations and will be set up for both Friday night and Saturday so those who work or those who go away on weekends will still be able to attend. The cost would be \$155 plus tax. This is tabled to give time to discuss if we want to set up a booth.

**Summer DATA Board meetings.** Greg Turner suggested DATA meetings should continue through the summer; we should make the time even if it is earlier in morning or later in afternoon. Mike Bartlett suggested holding one meeting in each DATA area as a good will gesture. Everyone agreed this is a good idea; details need to be worked out on timing for those with businesses.

- 8. **Next Meeting:** Wednesday, April 13, 2016 @ 2pm; Municipality Council Chambers

Joanne Tinker gave a brief talk on the happenings at the Weymouth Waterfront Development Committee.

**Adjourned:** 3:20pm