

Digby Area Tourism Association (DATA)

**Board of Directors
MINUTES – SEPTEMBER 14, 2016**

Present: Greg Turner, Mary Tibbetts, Bob Benson, Linda Graham, Saskia Geerts, Tina Frost

Regrets: Tom Goodwin, Mike Bartlett, Julie MacLean, George Manzer, Carol Barnes, Joanne Tinker, Penny Graham

- 1. Welcome.** At 2pm Greg Turner opened the meeting and welcomed all present.
- 2. Approval/Additions/Deletions to Agenda.** Greg Turner added descriptions to items listed below and Bob Benson added the Federal Canada 150

*Saskia Geerts made a motion to accept the agenda as submitted, with additions.
Linda Graham seconded. All aye. Motion carried.*

- 3. Treasurer's Report - Financial statement.** Greg Turner has spoken with Jeremy Sanford who indicated he is still working on his report.

- 4. Approval of previous minutes** (August 17, 2016). No changes.

*Mary Tibbetts made a motion to accept the previous minutes as submitted.
Bob Benson seconded. All aye. Motion carried.*

- 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: set up meeting for early November. This meeting still needs to be scheduled.
Partnering with Bay Ferries/Saint John. Greg Turner gave an update from the conference call of Sept. 9. Jeff Gaudet did not make this conference call but he did call Greg Turner. Mr. Gaudet is interested in partnering with Inspiring Content, the ekiosk partnered with Saint John, and connecting through time and tide, as well as the off-season utilization.
Explore Digby County Guide: meeting scheduled for Wed., November 2 at 2pm. Greg Turner will meet with Denise Frost of Digby Courier and we should invite Denise to our November 2 meeting.

6. Marketing Committee:

- a. Inspiring Content.** Greg Turner gave an update. Greg accompanied them one day and Rob Hersey accompanied them to Weymouth. We should have the content in time for the unveiling on November 24 DATA anniversary event.

When we have the ICP content, we have to decide how will we market it? How will we pay for ads? Social media, trip advisor, booking.com, etc.

- b. **"Stiles Photography and Marketing" Inquiry** to see if we are interested in acquiring more content; specifically, the scallop - ocean floor to plate. Mr. Stiles is a professional marketer who offered to do a three minute video for approx. \$17,500. This seemed to be expensive and the issue has been moved to a future marketing meeting. See also below #6g, Ricardo Media.
- c. **Host Program:** meeting is scheduled for Wed., October 26 at 2pm. Linda Graham is still in talks with Karen Enright of the Board of Trade.

Also, Linda has set up a DATA video for viewing in the window of Nothing Fancy in downtown Digby. We have been told people are stopping and watching the video.

- d. **DATA 10 Year Anniversary** (Thursday, November 24 @ 7pm in Digby Firehall). The Coastline has offered to put in an article for this event, up to 50 words and the DATA logo.

Mary Tibbetts submitted quotes from both the Digby Courier and the Clare Shopper. Both seemed overly expensive and it was agreed we do not need these for our advertising.

The list of needed items was reviewed. Tina Frost has generously offered to supply several of the needed items. We will order a cake with DATA logo on top, Drinks will be non-alcoholic and limited to coffee, tea, water and perhaps punch. Linda Graham will staff the membership table. Decorations will include DATA banners and items supplied by members for display on tables. Invitations will go out to selected groups. Much is still to be discussed at next meeting.

- e. **2017 Canada 150:** "Connecting Through Time and Tide" update. Saskia Geerts reported the application has been submitted. Several ideas were suggested for the June kick-off of events.
- f. **Advertising Ops for Members.** These opportunities have been emailed to all members. Motor Coach magazine advertising but this was too last minute; and, NS Webcams Sponsors the Gran Fondo Bicycle event in Baie Ste Marie.
- g. **CBC: Ricardo Media new TV show:** "We Are the Best." Mary Tibbetts gave an update of her conversations with Ricardo Media. This will be a Canada 150 project for Ricardo and they will be making videos with interviews of owners and fishermen with a theme of scallops/lobsters from sea to plate. This ties in nicely with the theme suggested by Mr. Stiles (6b above). This theme has also been discussed in past board meetings. Mary has asked Ricardo Media about the possibility of using some of their video for DATA marketing.

7. Old Business:

- a. **Insurance for High Cliff Cove Trail** in Gulliver's Cove. Greg will speak with Jeff Sunderland. The MODD has given DATA \$1000 to be used for trail insurance.

- b. **Doers and Dreamers** 2017 Guide advertising. Mary Tibbetts will send out just one more email reminder to members.

8. New Business:

- a. **Fundy Gateway.** The issue regarding the use by Truro of the Fundy Gateway name, has now been referred to Warden Gregory and MLA Gordon Wilson.

Saskia Geerts made a motion for DATA to send a letter of support in opposition to the use of the term "Gateway to the Bay of Fundy."

Tina Frost seconded. All aye. Motion carried.

- b. **Canadian Federal 150.** It was agreed that we need to apply for this funding as soon as possible. The funds can be used for uniform signage and mapping; and, we need to put together our self-drive package.

This will be a multi-year project and will be a good start. Greg Turner offered to look into it.

9. Next Meeting: Wednesday, October 19, 2016, 2pm @ Municipality

Adjournment. Meeting adjourned at 3:45pm.