

DATA BOARD OF DIRECTORS

Board of Directors MINUTES – JUNE 14, 2017

Present: Greg Turner, Mary Tibbetts, Linda Graham, Kevin Ellis, George Manzer, Saskia Geerts

- 1. Welcome** Greg Turner opened the meeting at 2pm. It was noted that not enough board members were present to create a quorum and no motions can be passed; each motion will be presented as recommendations until approved by a quorum.

George Manzer passed on some more very positive feedback on the new DATA Visitors' Guide.

- 2. Treasurer's Report:** No report; however, Greg Turner gave a brief update from the most recent bank statement.

- 3. Agenda: Approval/Additions/Deletions**

Linda Graham and Greg Turner added reimbursement to Mary Tibbetts for office expenses.

Greg Turner added the purchase of scallops and lobster for ferry experiences.

Greg Turner added investment proposal re IC video.

Saskia Geerts added illegal, air b&b accommodation rental signs posted around Town.

Linda Graham made a recommendation to approve the agenda, with additions.

Kevin Ellis seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

- 4. Approval of previous minutes** (April 12, 2017 and May 31, 2017). No changes.

Mary Tibbetts made a recommendation to approve the minutes of the April 12, 2017 meeting.

Saskia Geerts seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

Mary Tibbetts made a recommendation to approve the minutes of the May 31, 2017 meeting.

Saskia Geerts seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

- 5. Business Arising from Previous Minutes**

From April 12, 2017: Kevin Ellis asked if a letter of thanks has gone to Truro. Mary reported that this is something she forgot to do but will get a letter sent off to them.

From April 12, 2017: Greg Turner said the IC b-roll content is being requested. This is a large, very time consuming project and the b-roll is high resolution and would need at least a 2 terabyte usb. This is too time-consuming for either Municipality employee Norman Levesque or our employee, Taylor Robinson. Norm is willing to download the b-roll onto a usb for the IC partners. It must be noted that the b-roll is not ready for publication and needs professional editing.

Kevin Ellis made a recommendation that IC partners desiring access to the content B roll (raw video) are asked to make a request by email and are asked to provide a 2 terabyte drive to have content downloaded by Norm Levesque. It will be the partner's responsibility to do or outsource the professional editing and all partners requesting the IC B-roll are to sign a memorandum of understanding with regard to its use. Said MOU must be provided prior to the download.

Linda Graham seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

- 6. Grants/Funding:**

- a. Summer Student Grant** – We will request weekly reports from Taylor and she will also report to the Board at the monthly meetings. She has also taken on 10 hours to work at the Town VIC. We will need to discuss and set our schedule and the VIC can work around that. Her hours with DATA will be fairly flexible.

- b. **Digital Marketing w/TourismNS:** See Marketing Committee: TNS Digital Marketing.
- c. **Town Funding:** granted; awaiting confirmation letter and check
- d. **Municipality Funding:** George Manzer reported budget is being finalized after which notice and check will be sent out.

7. Old Business:

- a. **Annual General Meeting.** It was a good meeting with fairly good attendance by members.
- b. **Board of Trade Award for Hospitality and Tourism Excellence.** An enjoyable evening, an interesting guest speaker. DATA is proud to have been the recipient of this award.

8. Marketing Committee:

- a. **Google Analytics** – Greg Turner attended a Google Workshop on April 24 and has expenses for this. He will turn in his receipts for reimbursement.
- b. **TNS Digital Marketing:** Phil Swinney is doing this for us. Our videos will be going out on social media, paid facebook paid ads, with small catch phrases added. TNS reports that it is becoming increasingly more common for vacations to be spur of the moment decisions. There was general discussion on the benefits to digital marketing.
- c. **Inspiring Content Partnership:** email from Sarah Hennebury was received and there may be some future IC opportunities that DATA may be interested in. We will make decisions as the opportunities arise.
- d. **Fundy Rose Ferry VIC:** Greg Turner reported on the Bay Ferries VIC position. A meeting was held on June 9 with the Municipality, Town, Bay Ferries and DATA. The discussion revolved around how to get this position reinstated for 2017 and how to avoid this problem in the future. This position has successfully been reinstated for this year and everyone present agreed we need a strong commitment to present a five year plan to keep this position in the future.
- e. **Bay of Fundy Tourism Partnership (BoFTP):** DATA membership application has been submitted and we are waiting for the invoice.
- f. **2nd Annual Digby Area Multicultural Festival:** Greg, Linda and Mary all agreed this was a successful networking opportunity.

Greg Turner has spoken with both the Bear River First Nations and Jordantown-Acaciaville-Conway (JAC) Betterment Association and feels it would be beneficial to the Digby Area if we had a position on the Board of Directors for each of these organizations. DATA by-laws were discussed and it was agreed that we do have the openings to add two more positions to the Board of Directors.

Kevin Ellis made a recommendation to approve DATA extend an invitation to both Bear River First Nations and JAC to join the DATA Board of Directors.

Saskia Geerts seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

- g. Host Program update** - Greg Turner will take student Taylor Robinson with him when he goes to Upper Clements Park for his host presentation on Monday. Linda Graham will work with Taylor on the host program around the Digby area.

9. New Business

Linda Graham and Greg Turner recommended reimbursement to Mary Tibbetts for office expenses and time. Mary has been doing office work, making copies, using paper and printer ink, for three years now and is the only member of DATA with no benefits.

Linda Graham made a recommendation to approve a stipend for Mary Tibbetts in the amount of \$500. George Manzer seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

Greg Turner added the purchase of scallops and lobster for ferry onboard experiences to be provided by DATA. The Pines will do the cooking and the lobster eating demonstrations but will not be supplying the scallops and lobster. A budget of \$200 for scallops and \$100 for lobster was suggested. Greg will get the best pricing possible.

Kevin Ellis made a recommendation to approve the purchase of scallops and lobster for ferry experiences. Linda Graham seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

Greg Turner suggested the purchase of a computer and printer for the DATA office. The current laptop and printer are extremely old and not in working condition. Greg will do some pricing and we will shop local.

Saskia Geerts made a recommendation to approve the purchase of a laptop and printer. Linda Graham seconded. By email: 8 aye, no nay, 4 no response. Motion approved.

Saskia Geerts reported on the frustration of unregistered illegal, air b&b accommodation rental signs posted around Town and wondered what DATA can do. By leaving the signs posted, this gives the impression of validation by the Town and Municipality. Who has control of these signs, is it the Town or the Department of Transportation?

It was agreed DATA would write to the Town and Municipality asking about the placement of signs responsibility and asking for clarification of their position on the signage by-laws.

At the TIANS AGM Greg Turner received an investment proposal from Karim George, Proptonics Video Production re IC video. Proptonics proposes to do editing and exporting of 8 videos at a budget of \$650 per video. For pricing comparison, Greg will be asking Trampoline, DATA's IC provider, if they would be interested in taking this on as they already have the videos. It was agreed we will be considering Karim George's proposal and will get back to him. If we look at it now it would be ready for next summer.

10. Next Meeting: July 12, 2017 @ Municipality Council Chambers

Adjournment called at 3:30pm