

DATA BOARD OF DIRECTORS
March 27, 2017
Special Meeting of the Board

MINUTES

Present: Greg Turner, Mary Tibbetts, Linda Graham, Tina Frost, Carol Barnes, Kevin Ellis, George Manzer, Saskia Geerts

1. **Welcome.** At 2pm Greg welcomed everyone. There is a lot going on that needs attention before it gets away from us.
2. **Agenda: Approval/Additions/Deletions** – none.
3. **Business:**
 - i. **Summer Student advertising:** We haven't yet heard back regarding the grant but Colin Fraser's assistant suggested we develop an ad and get the word out before the students already have their summer jobs. Mary passed around a draft ad and job description. Greg thinks we have to pay the deductions up front and then we would get reimbursed. He, Saskia and Mary will work on the summer student position.
 - ii. **Saltscapes:** Ads are slowly coming in. Contributors have been told they can have their ad and up to 5 additional photos. Greg can add them to the presentation or not, depending on their quality and available space. Rob Hersey is working on the displays. We will probably have another meeting or two before the actual date.
 - iii. **TIANS AGM:** The Board discussed the last minute notice and asked if DATA members are free. DATA representatives are free. DATA should have been included and involved.

TIANS is charging \$35 to pay for the last half of 2016 membership even though we were not notified until the end of March. The \$35 is for 2016 not 2017 and by paying the 2017 membership fee DATA will have a vote at the AGM. Greg will contact them and negotiate the membership fee reduction.

Tina Frost made a motion to present to TIANS \$370.75 to include membership from March 1, 2017 through June 30, 2018 plus coverage for the nutrition break. If TIANS refuses, Greg has approval to pay the \$35.

Linda Graham seconded. All aye. Motion carried.

- iv. **Direction with website and marketing:** We need to look at budget allocations and we need to talk about our marketing plan. Saskia will bring a marketing plan to the next meeting. A marketing meeting was scheduled for Monday, April 10, 2pm at the Municipality Council Chambers.

- v. **Bay Ferries Partnership – DATA Ambassadors/Experiences:** We have been given 3 days on the Fundy Rose and 2 days on the CAT to showcase area experiences. Some offers have come in. Rob and Greg will be doing scallop cooking demonstrations and the ferry staff will supply the tools and distribute all food and drink. Val Carty has offered lobster demonstration and Virginia Tudor has offered whale demonstration. There is still a lot to be discussed; Mary will send out an email reminder for Board members to work on getting area experiences.
- vi. **Bay Ferries Schedule:** Darren Snair has brought up the ferry schedule which is not posted with much advance notice. This is an annual problem. Letters have gone out to Colin Fraser, Gordon Wilson, etc. trying to find the reason for this. It was agreed Greg will write a formal letter to Mike Adams to start the discussion on better scheduling notice.
- vii. **Bay of Fundy Tourism Partnership: BoFTP:** Bay of Fundy Tourism Partnership is a group formed to bring together all tourism venues from Saint John to Digby Neck to market a world class destination in North America; this comes from the Bay of Fundy making it as a finalist in the seven wonders contest. They have hired Katie Hopkins for social marketing. It's a good initiative and we should have someone to attend and keep DATA informed. Both Carol and Tina said they would like to attend. At some point DATA will need to set up a committee for this.
- viii. **Facebook Contest:** It was agreed no one has time; this idea was tabled for now.
- ix. **Digby Visitors Guide Distribution:** Greg has moved the guide books to the Digby VIC – all but the Bay Ferries 2,000 copies. We need to get together and work out the distribution. It was agreed we would all meet at the VIC on Monday, April 10 at 1pm to work out the distribution.

We need to get the Guide into flipbook form and put onto the DATA website. Jim Todd said that online the flipbook could have hyperlinks for the members. Saskia and Mary will work on this.

Greg reminded us that our IC videos are already being shown at three VICs.
- x. **Dashboard Living:** This is an offer from two travel bloggers who want to partner with DATA for a 3-day itinerary that showcases our area. This is a good idea but we need more information from them. We assume by “partnership” they want free experiences and free accommodations. Mary will email them asking for what they are requesting from us for this partnership.

4. **Next Meetings:** **Monday, April 10, 2017, 1pm, at the Digby VIC**
Monday, April 10, 2017, 2pm at the Municipality
April 12, 2017 @ Municipality Council Chambers

Adjourned at 3:20pm