

Digby Area Tourism Association (DATA)

Board of Directors MINUTES – MARCH 8, 2017

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Carol Barnes, Kevin Ellis, Linda Graham, Penny Graham, Tina Frost, Saskia Geerts

Regrets: Tom Goodwin, George Manzer

Guest Speakers: Michael Carty and Brian Joudrey

1. Welcome Greg Turner opened the meeting at 2pm and introduced the guest speakers.

Downtown WiFi: Michael Carty and Brian Joudrey addressed the Board regarding their new initiative to bring free Wi-Fi to all foot traffic in the downtown Digby Water Street area. This project would be for potential customers and would not take away from the businesses who have wi-fi for their customers. The ads will refresh and rotate on a 30 minute timing so all ads would be seen. The initial start-up would allow for up to 12 subscriptions which would sell on either a monthly or yearly basis. The Board asked several questions, including the possibility of two businesses sharing an ad on an annual basis so seasonal businesses could get the most out of their ads. Chair Greg Turner asked them to prepare a proposal, with costs, that can be reviewed and sent out to all DATA members.

2. Treasurer's Report: Treasurer Carol Barnes read and reviewed her report.

*Carol Barnes made a motion to accept the Treasurer's Report as submitted.
Tina Frost seconded. All aye. Motion carried.*

3. Agenda: Approval/Additions/Deletions: Chair Greg Turner asked if there were any additions for the agenda.

Tina Frost added the Ferry Approach Project and an Information Campaign. Linda Graham added Truro area Gateway and Bay of Fundy google alert. Kevin Ellis added Toronto Star April 1, 2017 article.

*Tina Frost made a motion to accept the agenda as amended with five additions.
Saskia Geerts seconded. All aye. Motion carried.*

4. Approval of previous minutes (February 8, 2017) No changes.

*Tina Frost made a motion to accept the minutes of the previous meeting as submitted.
Linda Graham seconded. All aye. Motion carried.*

5. New Business

a. Downtown WiFi. Discussed above.

b. Annual General Meeting: The decision was made to hold only the AGM in May to be held on Wednesday, May 10 at 2pm at the Municipality Council Chambers. Saskia Geerts, as past-Chair will head the nominating committee. Chair Greg Turner asked all Board members to email Secretary Mary Tibbetts with their decision to re-offer or not.

- c. **Expedia:** FYI only: Canada 150: quote and four pics re Digby Area submitted February 23.
 - d. **Municipality Representative:** George Manzer has re-offered as Municipality rep for 2017.
 - e. **Best Practice Mission to Calgary:** Laura Simmons/WRR will be attending a Best Practice Mission in Calgary. Mary will set up a meet with Laura to discuss.
6. **Business Arising from Previous Minutes:** Greg Turner reviewed the presentation made by Warden MacAlpine. Saskia Geerts will find us a starting point for the Asset Map. Greg suggested we could market small cruise ships while waiting for large cruise ship approval.
7. **Grants/Funding:**
- a. **Employee Grants** – Greg Turner submitted the grant; if we receive a student it will be for 3.5 to 4 months and 100% covered. DATA would just cover CPP, EI and vacation. Greg has spoken with Colin Fraser who did not yet know if we received this grant; Colin Fraser will contact us as soon as possible.
 - b. **Digital Marketing w/TourismNS:** update. This will be a partnership with \$5,000 from DATA and \$5,000 from TourismNS. If we get this grant, TNS will help with all social media, etc. and the major target areas will be Canada outside of Nova Scotia, and the New England States.
 - c. **Town Funding:** Digby Town has acknowledged receipt of our funding request.
8. **Old Business:**
- a. **Tall Ship Visit:** Saskia Geerts gave an update. The town will be signing the contract with the Waterfront Development Corp. and the budget has been approved. An RFP for musicians, artists, etc. has been sent out. They are working with Taste Nova Scotia on the culinary aspects. You can view the ships at <http://www.rdv2017.com/en/tallships/>
 - b. **VIC Digital Marketing:** update. Our videos are now playing in the VICs in Amherst, Stanfield Airport and Halifax Waterfront! As the rest of the provincial VICs open, they will be rotated.
 - c. **Fundy WhaleFest** update (Linda Graham, DATA rep) No report at this time.
 - d. **Employee:** Greg Turner has been in contact with both Councils to develop a strategy with municipality, town and DATA for a tourism officer. He is still waiting to hear back.
 - e. **Luggage Tags:** Mary Tibbetts has the luggage tags here. They can be purchased for \$5 each.
9. **Marketing Committee:**
- a. **Experience Digby County Guide:** Mary Tibbetts gave an update. Payment has been made. The proof will be here by Friday and the Digby Guide Committee will meet to review the proof and hopefully give the ok for printing.
 - b. **Saltscapes:** Rob Hersey joined the meeting to give an update. A meeting will be scheduled soon for the Saltscapes Committee.

- c. **Host Program:** Mary has the decals to distribute; these can be given to businesses with the letter which was emailed to everyone. Greg gave an update re his contact with Upper Clements Park; he will be giving a talk to the employees some time in June.
- d. **Bay Ferries:** the talks regarding kiosks are on hold for the time being.

DATA has been asked to promote our area onboard the Fundy Rose through experiential offerings; i.e., the Museum, whale watching, scallops, etc. It was agreed Greg will respond to Monica MacNeil that we will contact groups and provide these different experiences on Thursdays throughout July and August.

*Linda Graham made a motion to support the Fundy Rose onboard umbrella group and that DATA will recruit eight experiential offerings.
Carol Barnes seconded. All aye. Motion carried.*

Agenda Additions:

Tina Frost gave an update on all that is happening with the ferry projects on the islands. The first phase should begin on May 1.

Tina Frost suggested an information campaign. There are many tourism websites that do not include Digby, or sometimes Nova Scotia, and we need to contact them, write letters to travel writers, etc. Greg suggested with talk to Nick Fry at Nova Scotia Tourism and put this on the agenda for the next meeting.

Linda Graham received an email from Colin Fraser indicating ACOA is in the process of a name change but he doesn't know when. He believes the holder of the title "Gateway" should be the contact. This is more a legal matter than political. Linda has not yet heard from Gordon Wilson, who is out of town. we wait to see what the suggested new name is before proceeding.

Linda Graham received a Google Alert on the Bay of Fundy. This was an update from TripAdvisor Nova Scotia Forum. Everyone should be made aware of all the websites for learning about the Bay of Fundy.

Kevin Ellis informed us that on April 1st the Toronto Star Travel Section will be including the Digby area, much like a mini-Doers & Dreamers.

10. Adjournment: The meeting adjourned at 4:08pm.