

DATA BOARD OF DIRECTORS
November 8, 2017, 2pm @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Kevin Ellis, Tina Frost, Peter Turnbull, Tom Goodwin

Regrets: Linda Graham, George Manzer, Carol Barnes, Hal Theriault, Saskia Geerts, Penny Graham

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; any motion will be presented as a recommendation until approved by a quorum.
2. **Treasurer's Report:** No report; however, Greg Turner gave a brief update from the most recent bank statement. Greg has spoken with Jeremy Sanford to determine the cost of getting prepared, detailed statements. We're at a bit of a disadvantage not knowing the details of what we do and do not have. Jeremy indicated a prepared statement would cost \$150. Those present agreed that we do not need this every month but prior to the AGM and again in the fall we need a marketing budget so we can see what we have to work with. A motion needs to be made at the next meeting.
3. **Agenda: Approval/Additions/Deletions:** VIC Stats added under new business.
4. **Approval of previous minutes** (October 11, 2017) No changes. No motion.
5. **Business Arising from Previous Minutes:**
Under marketing, Tina Frost is putting something together for off-season marketing and will present her ideas at the next marketing meeting.
6. **Grants/Funding:** Research is needed.
Visitors Guide: The grant used to pay Jim Todd last year was a one time only opportunity and with printing 15,000 rather than 10,000 guides, we will need approximately \$6,500 more than last year. It was suggested we use snail mail rather than email for those hard to get advertisers; and, we need to go after corporate headquarters rather than local businesses; i.e., Walmart, gas stations, etc.
Fam tour: needs more discussion at the marketing meetings.
7. **Old Business**
 - a. **Hire Taylor Robinson to complete the Asset Map.** Taylor is interested but too busy right now. She will need to get back to us with a quote.
 - b. **Digby Neck & Islands Map:** the map is on dropbox so Jonathan and Norm should be able to make corrections on it as needed.
 - c. **Increase in membership dues and Membership Drive:** We need to talk about this at the start of the new year and have it ready prior to the AGM.
 - d. **Trails update:** Greg gave an update on the work being done and the progress being made on trails.

- 8. Marketing Committee:** A meeting will be scheduled prior to the end of the month.
 - a. Digital Marketing Dashboard.** Greg reviewed and highlighted the TourismNS Partnership Wrap Report. Some ups and some downs. Tourism chose to highlight the kayak video which seemed to be for too specific an audience so they abandoned social media and concentrated on google ads. The web stats were comparable to what Nova Scotia hopes to get.
 - b. Digby 2018 Visitors Guide** – add page for taxi/transportation and a page for real estate were suggested; we first need to get the ads but this is doable. Again we need a lot of ads to cover the increase in costs and lack of funding.
 - c. China – tourism opportunities:** Greg gave an update. Next meeting is next week.
 - d. Digby Wi-Fi:** Agreed this is not worthwhile and it will be taken off the agenda.
 - e. Boston Trade Show:** Monica McNeil has suggested with connect with the U.S. Sales Mgr., Bob Aducci, and Greg will make contact.
 - f. TIANS 2017 Tourism Summit:** Greg is attending and is prepared to find out how DATA can get maximum benefit. His hope is to raise DATA awareness and networking.
 - g. Saltscapes Expo:** Tina Frost thinks we can do better by advertising in the Saltscapes Food & Travel Guide rather than by attending the Saltscapes Expo. Tom will check to see if we have missed the 2018 deadline. Greg will talk to Rob before committing to Saltscapes, which can be exhausting, labor intensive and costly.
 - h. Use of Inspiring Content raw video to have new videos produced:** Last year Greg was approached by Kareem George who owns a media production company. He has offered to take segments of our IC raw footage video and produce new videos at a cost of approx. \$600 each. After discussion it was agreed that we are not interested and Greg will tell him no thank you.
- 9. New Business:**
 - a. Bay Ferries VIC position update:** Bay Ferries was please with Ginger Comeau and will offer her the position for 2018.
 - b. PayPal:** research needed for cost and fees as well as a compare with email transfer. Right now we will stay with payments as is.
 - c. VIC statistics:** VIC stats were provided by Sue Beard for 1996 through 2017.
- 10. Next Meeting:** December 13, 2017, 2pm @ Municipality Council Chambers

Adjournment: 4:00pm