

DATA BOARD OF DIRECTORS

MINUTES – OCTOBER 11, 2017

Present: Greg Turner, Mary Tibbetts, Kevin Ellis, Linda Graham, George Manzer, Tina Frost, Saskia Geerts and guest Jonathan Riley

Regrets: Peter Turnbull, Tom Goodwin, Carol Barnes, Hal Theriault

1. **Welcome** Greg Turner opened the meeting at 2pm; he then read a thank you letter from our summer student, Taylor Robinson.
2. **Treasurer's Report:** Greg Turner reviewed the most recent RBC Statement and read a financial statement submitted by Treasurer Carol Barnes.

Not mentioned in the financial statement are funds paid by the town and municipality to DATA for the VIC position on the ferries. Jeff Gaudet was impressed by the representative, Ginger Comeau, hired this year and has asked her back for 2018, which is very good news.

3. **Agenda: Approval/Additions/Deletions:** Added to the agenda: **a)** Digby Neck and Islands Map as well a Digby Area Trails Guide; and, **b)** a May/June ad campaign which was added to the Marketing meeting.

*Kevin Ellis made a motion to approve the agenda with additions.
Linda Graham seconded. All aye. Motion approved.*

Discussion began regarding the Digby Neck and Islands Map. It seems there are some small orange lines that are not approved, maintained trails; DATA should probably not be advertising this; and if used then the landowner would need to give permission. Jonathan suggested we concentrate on groomed and marked trails with parking. These orange lines should be removed and a new printing of the map done. For the next printing, it is also important to get the map updated. Perhaps the web site can be updated as soon as possible; perhaps Jim Todd can fix the map. Mary will contact Jim about putting it onto Dropbox.

Jonathan has generously offered to work with DATA for map verification. Everyone agreed that DATA needs trail guides and it was unanimous that we would partner with Jonathan Riley and the Municipality. Eventually the Municipality may own all of the lighthouses in the area and Digby Area could become the Lighthouse Capital of Nova Scotia. This is all a slow but sure process.

4. **Approval of previous minutes** (August 24, 2017). No changes.

*Mary Tibbetts made a motion to approve the minutes of August 24, 2017 as submitted.
George Manzer seconded. All aye. Motion approved.*

5. **Business Arising from Previous Minutes:** Kevin Ellis reported discussions with Dan Harvey re cruise ship port and these discussions continue to be on-going. Mary mentioned that on pg. 2, 9b Energy East: it has been reported that the pipeline will not be extended to the Bay of Fundy.

6. **Grants/Funding:** Greg Turner expressed the need for DATA to continue to check for grants and keep an eye open for any grants to help cover the Area Guide and the Summer Student. This is on-going for all board members.
7. **Old Business**
 - a. **Signage:** Greg Turner read the response from Municipality.
8. **Marketing Committee:** **Meeting Re-Scheduled for Wed., October 18, 2pm at the Municipality**
Topics:, Saltscapes, FAM Tour and Area Guide, Digby Neck & Islands Map; off-season ad campaign.
 - a. **Doers and Dreamers 2018:** No members are happy with the quality or cost and the decision was made to not renew the co-op page ad.
 - b. **Halifax Guide 2018** (do we want it in 2018? Cost \$125 +tax)

Linda Graham made a motion to place the hyperlink in the 2018 Halifax Guide at a cost of \$125 +tax. Tina Frost seconded. All aye. Motion approved.

- c. **Digby Wi-Fi:** It was decided that the cost is too expensive for individual businesses but perhaps DATA could if its members were interested. We need to see if they will meet with us to provide statistics, quotes and answer some questions.
9. **New Business:**
 - a. **Increase in membership dues and Membership Drive:** This will be an ongoing discussion; we need to determine how much? One large sum or small modest amounts; i.e., to \$75. Has to be brought to members at the AGM.
 - b. **Hire Taylor Robinson to complete the Asset Map:** It was agreed that it makes sense to hire Taylor to complete the Asset Map she worked on this summer. Greg will ask her to submit a quote with how many hours and cost.
 - d. **Update from Digby Harbour Port Association:** Greg read the update received from the Port Authority. Greg had written a letter of support on behalf of DATA. They were successful in getting a grant to hire a professional consulting service to develop a business plan to meet increased port demand.
 - e. **TIANS 2017 Tourism Summit:** This will be held from November 26-28 in Halifax. After discussion it was agreed that we do want Digby Area represented. Greg Turner has offered to be our representative. This would include expenses of gas, hotel, meals, etc. and would be estimated at approximately \$1,000.

Kevin Ellis made a motion to approve Greg Turner for DATA Representation at the TIANS 2017 Tourism Summit at a cost of \$425 plus expenses. George Manzer seconded. All aye. Motion approved.

10. **Next Meeting:** November 8, 2017, 2pm @ Municipality Council Chambers

Adjournment: 3:30pm