

DATA BOARD OF DIRECTORS
July 12, 2018 @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Linda Graham, Darren Carey, Duetta Comeau, Amber Sullivan, George Manzer, Kevin Ellis

Regrets: Carol Barnes, Tina Frost, Tom Goodwin, Peter Turnbull

1. Welcome: Greg Turner opened the meeting at 2:30pm and welcomed all present.

New owners of the Coastal Inns Kingfisher, Jean and James Than, along with Monika Treleaven, joined us to meet the Board of Directors and thank DATA for the FAM Tour introduction to tourism in the Digby area.

Amber Sullivan, DATA's 2018 summer student was introduced and let us know some of the projects she is working on.

2. Treasurer's Report: Greg Turner reviewed the report submitted by Treasurer Carol Barnes.

Mary Tibbetts made a motion to approve the Treasurer's Report as submitted.

Darren Carey seconded. All aye. Motion approved.

3. Agenda: Approval/Additions/Deletions: Cruise Ship Committee meeting was added.

Kevin Ellis made a motion to approve the Agenda, with one addition.

George Manzer seconded. All aye. Motion approved.

4. Approval of previous minutes:

April 11, 2018. Reviewed by all. Duetta Comeau requested Cheryl Forrest be added under #5 regarding the Spring Into Summer event, "Duetta Comeau and the VIC..." should be changed to read "Cheryl Forrest, Duetta Comeau and the VIC..."

Mary Tibbetts made a motion to approve the Minutes of April 11, 2018, with one correction.

Darren Carey seconded. All aye. Motion approved.

June 13, 2018. Reviewed by all. No changes.

Mary Tibbetts made a motion to approve the Minutes of June 13, 2018 as submitted.

Linda Graham seconded. All aye. Motion approved.

5. Business Arising from Previous Minutes: Kevin Ellis gave an update on the successful Ellis Golf Tournament.

An inquiry was made about the negative comments made on Facebook regarding the advertisement for the May 28 cruise ship visit. Chairperson Greg Turner explained this misunderstanding and hopefully all is rectified and something positive came out of it.

Duetta Comeau expressed that having Digby Area guides available on the ferry means many VIC visitors disembarking the ferry have already seen the guide and therefore know the questions they need answered before they enter the VIC. This works well for the VIC staff.

9c. Digby Harbour Port Authority; Linda Graham could not attend this meeting; however, it was very similar to the presentation made at the DATA AGM.

9d. Bay Ferries VIC Position: There was a meeting on June 24 and they are working on a long-term plan to ensure a VIC position. At the next meeting there will be a presentation about an interactive kiosk that would fill in any gaps in times when no representative can be on the ferry.

9f. Digby Song. Linda Graham asked if a decision had been made yet about playing the song in various places. The solution could be placement of the song on the web site and at the VIC; however, this presents the question of whether members or the public could download the music off of the DATA site, decreasing sales of the CD. Mary will check with the web site developer to see if he can put the song onto the site without the ability for anyone to download it. Follow-up at next meeting.

6. Grants/Funding:

- a. **ACOA: AMR:** Accelerated Market Readiness update: a meeting is scheduled for next week.
- b. **Annual Town and Municipality Funding:** municipality check is in the mail and town funding has been received.

7. Old Business:

- a. **FAM Tour and Donation:** The success of the FAM Tour was discussed and Chairperson Greg Turner read some of the reviews submitted by those who were on the tour. Comments were positive and it was agreed that yes DATA should do another tour. DATA extends a huge thank you to Mike Bartlett at Subway for providing the box lunches and to Transport de Clare for providing the tour bus. Student Amber Sullivan will mail a thank you to all.

Linda Graham made a motion to approve a \$25 donation to Murray Ross for our visit to the Maud Lewis Replica House.

Kevin Ellis seconded. All aye. Motion approved.

8. Marketing Committee:

- a. **Digital Marketing:** Greg Turner gave an update; DATA is getting a lot of exposure; google ad words is also being used; the web site is showing just slightly under last year which is still very good as last year we had the Tall Ships in town.

9. New Business:

- a. **BoFTP:** Annual General Meeting minutes was reported; financials and appointment of officers.

- b. TIANS 2018 Tourism Summit;** Being held November 25-27, 2018 at the Westin in Halifax. Greg Turner attended last year and believes it to be a worthwhile event to attend; however, it would be better if we had more than one person to attend as it is a valuable networking opportunity. To be discussed at next meeting; volunteers needed.

Linda Graham made a motion to approve at least one DATA representative attend the TIANS Summit in November.

Darren Carey seconded. All aye. Motion approved.

- c. Scallop Days:** It is possible that DATA's student may be of assistance. It was suggested a table be set up outside the VIC. Mary will email Cheryl Forrest and ask her to network with Amber Sullivan.
- d. Summer Student:** Amber Sullivan reported on the projects she is working on; among which is an updated membership drive.
- e. Cruise Ship Committee:** Greg Turner reported on today's meeting with the Cruise Ship Committee. A formal proposal for funding was discussed. More information to follow.

10. Next Meeting: August 8, 2018, 2pm @ Municipality

Adjournment: Darren Carey called for adjournment at 3:35pm.