

DATA BOARD OF DIRECTORS
November 14, 2018, 2pm @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Linda Graham, Tina Frost, Kevin Ellis, Duetta Comeau

Regrets: Darren Carey, Carol Barnes, Penny Graham, George Manzer, Tom Goodwin, Cheryl Forrest

1. **Welcome:** Greg Turner opened the meeting at 2:00pm and welcomed all present.
2. **Treasurer's Report:** Greg Turner reviewed the attached report submitted by Treasurer Barnes.

*Mary Tibbetts made a motion to approve the Treasurer's Report.
Linda Graham seconded. All aye. Motion approved.*

3. **Agenda: Approval/Additions/Deletions:** Three items added. i) digital marketing; ii) Saltscape Food and Travel Guide; and, iii) Air BnB.

*Mary Tibbetts made a motion to approve the agenda, with additions.
Kevin Ellis seconded. All aye. Motion approved.*

4. **Approval of previous minutes** (October 10, 2018) No changes.

*Mary Tibbetts made a motion to approve the minutes of the previous meeting as submitted.
Linda Graham seconded. All aye. Motion approved.*

5. Business Arising from Previous Minutes

Pg. 1, ¶ii: ICF: There is no change; this will be considered once the current AMR Project is completed.

Pg. 2, Capacity Building Session. One more session is needed; possibly on the fishing industry. Greg reviewed the destination report from Harvey Sawler. The bottom line is, he gives recommendations. We need to get feed back from a few more of the operators.

A meeting is scheduled for Wed., November 21 at 2pm to go over the destination assessment report.

6. Grants/Funding:

a. ACOA: AMR: Accelerated Market Readiness

i. Branding: Canada's Natural Aquarium / Aquarium without Walls logo design & trademark
We have to discuss trademark/logo with Harvey to find out where to begin and we need more capacity building workshops.

ii. Communities of Interest Workshop (November 20th)

iii. Digital Marketing: Greg read some very good statistics from this past digital marketing program we were involved with; All visitor percentages are up over 2017. What this means is visitors are viewing the DATA website and our members' sites for longer periods of time. Greg will prepare a summary sheet of statistics. Do we want to do the new Digital Marketing Program which is now available. It was agreed by all that we need to do this again. The program is set up a little differently and Sarah Hennebury suggested we combine the Inspiring Content with the Digital Marketing. There is a lot of B roll still available to be used from the 2016 Inspiring Content program.

Kevin Ellis made a motion for DATA to engage in the Digital Marketing Program for 2019 with the same \$10,000 budget as for 2018.

Tina Frost seconded. All aye. Motion approved.

7. **Marketing Committee:** (see minutes of October 29 meeting)
 - a. **Visitor Guide:** Bay Ferries is interested in partnering with DATA and will exchange services for ad space in the 2019 Visitor Guide.
 - b. **Saltscapes** (dates t/b/d) (2018 was held April 20-22): This will be attended if the Municipality takes the lead. DATA will attend to pass out visitor guides.
 - c. **Boston Globe Travel Show 2019** (January 18-20, 2019): Greg will attend as DATA representative and will work the culinary stage with Laura Muise.
 - d. **Saltscapes Food and Travel Guide:** It was agreed printed magazines are no longer the go-to for visitors and we will not get an ad this year.
8. **New Business:**
 - a. **UNESCO Biosphere Reserve - Amazing Places.** Agreed it was an interesting discussion yesterday and we think Balancing Rock or Brier and Long Islands may be considered at The Islands Experience. More areas to be considered and discussions will be held after Bryan Mood sends a poll to fill out.
 - b. **Air BnB:** Tina and Linda discussed the disadvantages of Air BnB which has now added “Make your own experience.” If there is a bad experience it can affect the entire area; visitors won’t return, they will post on social media and it makes running a licensed accommodation or experience not worth the cost and effort. We need to see what the province is going to do about this problem. It is a threat to all aspects of tourism.
9. **In-Kind Reports:**
 - a. **Board of Trade:** Kevin Ellis reported the Annual General Meeting is November 29 at 5:30 and Wharf Rat Rally is holding an open house tomorrow night, 6:30 at the fire hall.
 - b. **Municipality:** No report.
 - c. **Town:** Monday, Nov. 19 at 6pm, the Town Council will be meeting to discuss Harvey Sawler’s report on the VIC.
 - d. **VIC:** Duetta has set up a meeting with Tom Ossinger to discuss the AMR report.
10. **Next Meeting:** December 12, 2018, 2pm @ Municipality

Adjournment: 3:30pm