

**DATA BOARD OF DIRECTORS**  
**October 10, 2018 @ Municipality**

**MINUTES**

**Present:** Greg Turner, Mary Tibbetts, Darren Carey, Linda Graham, Tina Frost, Kevin Ellis, Duetta Comeau, Cheryl Forrest

**Regrets:** Peter Turnbull, Carol Barnes, Penny Graham, George Manzer, Tom Goodwin

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.  
Tina Frost seconded. All aye. Motion approved.*

3. **Agenda: Approval/Additions/Deletions:** No changes.
4. **Approval of previous minutes** (September 12, 2018): No changes.

*Mary Tibbetts made a motion to approve the minutes of September 12, 2018 as submitted.  
Linda Graham seconded. All aye. Motion approved.*

5. **Business Arising from Previous Minutes:** Kevin Ellis reported the good news that the portable ultra sound machine purchased by the Health Foundation is expected to be delivered on October 20 or 21. DATA is proud to have been a supporter of the Health Foundation Golf Tournament held at the Digby Pines.

**6. Grants/Funding:**

- a. **ACOA: AMR:** Accelerated Market Readiness update: Greg Turner reviewed the 2018 Project Summary submitted by Harv Sawler. After much discussion Darren suggested a participant meeting and it was agreed we would offer an informal discussion with all participants to share their insights and discuss feedback. All present who participated in the program agreed it was excellent value and enjoyed working with Harvey.

**A Participants Meeting has been agreed upon for Tuesday, October 23<sup>rd</sup> at 2pm at the Municipality.**

Harv Sawler will be holding a **Communities of Interest** workshop on November 20th. We will ask him for details re times, what is needed, who gets invited; councils, everyone or just members?

- i. **Branding:** report and recommendations about Digby Area's brand and the implications of same. Yes, you must be a DATA member to use our branding. A large press release will be needed.

After much discussion, DATA has decided to move forward with the recommendation from Harvey Sawler that a new and revitalized Unique Selling Proposition and brand be adopted. On Oct. 3 Mr. Sawler made a presentation to the DATA board and both councils (TOD and MODD). He suggested a Unique Selling Proposition (USP) and brand that says what "no one else is saying" and allows us "total brand ownership." Mr. Sawler recommended:

*"Canada's Natural Aquarium"  
Digby, Digby Neck and Islands*

*Linda Graham made the motion to approve the new branding (USP), "Canada's Natural Aquarium", Digby, Digby Neck and Islands as well as retaining the brand "Aquarium Without Walls".  
Kevin Ellis seconded. All aye. Motion approved.*

- ii. **ICF (Innovative Communities Fund):** The concept has been submitted to ACOA. It will be considered once the current AMR Project is completed.

A **Capacity Building Session** is needed to round out our current project with ACOA. We have to think Nova Scotia and signature experiences. We need consistent experiences; i.e., living wharf, scallop shucking, etc. Harv Sawler has suggested a person from PEI who has experience with a fishing boat experience. Greg will speak with Harv to get details. Session planning will need to be worked out.

**7. Old Business:**

- a. Encouraging our partners and members to link the Digby area videos and to post and link our logo on their websites. **Tabled for now.**

**8. Marketing Committee:**

- a. **Inspiring Content** should we consider for 2019: Tabled to next meeting.
- b. **Saltscapes** (dates t/b/d) (2018 was held April 20-22): DATA will write to the Municipality and Town ask if they are interested in pursuing attendance at this event.
- c. **Boston Globe Travel Show 2019** (January 18-20, 2019): We have not yet heard from Bay Ferries and will write Monica MacNeil to see if participating in this is on their agenda.
- d. **TIANS 2018 Tourism Summit**; November 25-27, 2018: Mary Tibbetts and Linda Graham will be the two representatives at this summit.

**9. New Business:**

- a. **Membership:** After much discussion, it was agreed that membership will increase.

*Tina Frost made a motion to approve an increase in membership fees beginning in 2019: Membership will increase from \$50 to \$75 for business members and from \$25 to \$50 for non-profits and individuals.*

*Linda Graham seconded. All aye. Motion approved.*

- b. **Visitor Guide:** It was decided that there will be no increase in ads this year. A printing of 15,000 visitor guides is sufficient. Also discussed was the responsibility for collecting costs for ad layouts. This should shift to the graphic artist, Jim Todd.
- c. **Fundy Rose Working Committee**–Kiosk support–meeting is changed to November 29.
- d. **Digby Neck & Islands brochure:** Tina has been working with Jonathan Riley regarding trail updates for the map. It was agreed to use the remaining maps in 2019 and then return to discuss if a new printing is needed after Jonathan’s updates and the new USP/branding is completed.

**A Marketing Meeting has been agreed upon for Monday, October 29<sup>th</sup> at 2pm. The venue tbd.**

**10. In-Kind Reports:**

- a. **Board of Trade:** Kevin Ellis reported that next week is Small Business Week and they will be holding their AGM.
- b. **Municipality: No report.**
- c. **Town: No report.**
- d. **VIC:** Overall VIC visits in 2018 are up over 2017 numbers.

**11. Next Meeting:** November 14, 2018, 2pm @ Municipality

**12. Adjournment:** called at 4pm.