

**DATA BOARD OF DIRECTORS**  
**September 12, 2018 @ Municipality**

**MINUTES**

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

**Regrets:** Carol Barnes, Penny Graham, Tom Goodwin

1. **Welcome:** Greg Turner opened the meeting at 2:30pm and welcomed all present.
2. **Treasurer's Report:** Greg Turner reviewed the attached report submitted by Treasurer Barnes.
  - a. **Jeremy Sanford:** tabled to next meeting.

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

3. **Agenda: Approval/Additions/Deletions: No additions or changes.**

*Mary Tibbetts made a motion to approve the Agenda as submitted.  
Linda Graham seconded. All aye. Motion approved.*

4. **Approval of previous minutes** (July 12, 2018 and August 8, 2018)

July 12, 2018: The Board read, reviewed and discussed these minutes. No changes.

*Mary Tibbetts made a motion to approve the minutes of July 12, 2018 as submitted.  
George Manzer seconded. All aye. Motion approved.*

August 8, 2018: The Board read, reviewed and discussed these minutes. Page 1, ¶5a., change to read:  
This was more than a repeat of the presentation given by the Digby Port Authority at the DATA AGM.

*Mary Tibbetts made a motion to approve the minutes of August 8, 2018 with one correction.  
George Manzer seconded. All aye. Motion approved.*

5. **Business Arising from Previous Minutes:** Chair Greg Turner asked how some summer events went. Cheryl Forrest and Duetta Comeau said Spring Into Summer went well; there was a steady crowd and approximately 200 people attended.  
Kevin Ellis reported the Golf Tournament for the Health Foundation went well and they are waiting for the portable ultra sound machine to be delivered.

6. **Grants/Funding:**

- a. **ACOA: AMR: Accelerated Market Readiness:** Chair Greg Turner summarized the AMR program and gave an update of recent meetings. He asked the operators who were present what their experience with the consultant was. Responses were awesome, would do it again; the consultant makes suggestions but then has potential solutions to go with the suggestions; impressive. The operators were very receptive and appreciated the fresh perceptions. Money well spent. The consultant reinforced previous ideas. Now we need to move forward or the knowledge is wasted. The Municipality and the Town need to be more involved. The VIC is the first focus for all visitors. The October presentation dates may be changed as we discuss moving into Phase 2. We need to clarify the presentation dates.

**i. Branding:** Overall branding affects everyone. We need to begin with re-branding the area. Businesses and Councils should be aware and enthusiastic to join DATA. The marketing and product development done by DATA is not free. What is our future? Are we heading down the right path? We have got to align our goals with ACOA's. We have been focusing on marketing but now may be the time to switch to product development. We need a unique selling product. We have been known for years as the Scallop Capital but there are no experiences to show off scalloping in the area. We have to get out of the Fundy blur.

Several web site domain names were recommended to go with our new branding. We can purchase several domain names to reserve for our use; when we have decided which name, we can sell back the domain names we do not use.

*Linda Graham made a motion to acquire the suggested domain names.*

*Darren Carey seconded. All aye. Motion approved.*

Phase 2 of the AMR project: a concept for consideration by ACOA is being prepared for submission to see if ACOA will help with this project. This is a concept, not an application. If accepted by ACOA we will need the Town, Municipality and operators to partner with DATA.

A change in the current concept is needed. There is a challenge. We have a lack of resources beyond one year. If an employee is hired for this project, what happens after one year? Will help with the funding after the first year be available?

The AMR consultant will be presenting to both Councils. We need to select the best time for this. Chairperson Greg Turner asked if the Board felt we should move on to Phase 2 of the project. It was agreed we should move forward.

*Tina Frost made a motion for DATA to move forward with the present concept and submit to ACOA and Town and Municipality Councils.*

*Kevin Ellis seconded. All aye. Motion approved.*

## **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 – This is ongoing. Tabled.

## **8. Marketing Committee:**

- a. **Digital Marketing:** Chairperson Greg Turner gave an update; we got an analytics report about a week ago but nothing else. This project is coming to an end.

**i. Inspiring Content** should we consider for 2019 – Tabled to the next meeting.

- b. **Saltscapes** (dates t/b/d) (2018 was held April 20-22) – Tabled to the next meeting.
- c. **Boston Globe Travel Show 2019** (January 18-20, 2019) – Tabled to the next meeting. It was agreed this show was a success. Kevin Ellis has spoken with Donna Drake of Live it up TV and she has footage from the 2018 show. Tabled to next meeting but with a general yes, we do it again.
- d. **TIANS 2018 Tourism Summit;** November 25-27, 2018 at the Westin Halifax. It was agreed we should attend.

*Darren Carey made a motion for DATA to send two representatives to the TIANS Summit in November.*

*Kevin Ellis seconded. All aye. Motion approved.*

## **9. New Business:**

- a. **Membership** increase – Tabled to the next meeting.
- b. **Visitor Guide** ads increase – Tabled to the next meeting.
- c. **Fundy Rose Working Committee**–Kiosk support–Continued to Oct. 11

- d. **TourismNS / Trip Advisor:** A reminder that all accommodations and campgrounds must have a Trip Advisor page effective January 31, 2019 in order to be listed on NovaScotia.com. There is a new Widget Integration that will link business listings.

**10. In-Kind Reports:**

- a. **Board of Trade:** No report.
- b. **Municipality:** No report.
- c. **Town:** No report.
- d. **VIC:** The Ambassador program was not very successful and needs more thought.

Tina Frost requested Digby Neck & Islands brochure be added to the next agenda.

**11. Next Meeting:** October 10, 2018, 2pm @ Municipality

**12. Adjournment: 3:50pm**