

**DATA BOARD OF DIRECTORS**  
**January 9, 2019, 2pm @ Municipality**

**MINUTES**

**Present:** Greg Turner, Mary Tibbetts, Peter Turnbull, Tina Frost, George Manzer, Kevin Ellis

**Regrets:** Darren Carey, Carol Barnes, Tom Goodwin, Linda Graham

**1. Welcome:** Greg Turner opened the meeting at 2:00pm and wished all present a happy new year.

**i. Branding:** Canada's Natural Aquarium logo design & trademark

Chairperson Greg Turner gave a briefing on the conference call which was held with trademarks/branding attorneys on Monday. There are two options: a private trademark and a public authority trademark; DATA is not a public authority, so the private trademark is our only option.

The private trademark will cost approximately \$2,400, including application fees and legal fees; the attorneys will do the search and application and the process will take approximately 18-24 months. It is important that we begin using the trademarked "Canada's Natural Aquarium" right away. The attorneys will review and approve the upgraded web site prior to launch to confirm we have used the trademark pursuant to regulations.

The question arose, if the search does turn up opposition to our trademark, will we have to start paying the attorneys as though it is a new trademark or does what we have paid cover this. Greg will ask this question of the attorneys.

*Kevin Ellis made a motion to hire the attorneys to move forward with the acquisition of a private trademark "Canada's Natural Aquarium."*

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

Secretary Mary Tibbetts advised an RFP would be needed and publicized for a new logo with costs of up to \$200 for advertising. All agreed several newspapers should be included for this advertising.

*Tina Frost made a motion to direct an RFP for procurement of a new logo for the trademark "Canada's Natural Aquarium" with costs of up to \$200 advertising the RFP be approved.*

*George Manzer seconded. All aye. Motion approved.*

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

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

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

*Kevin Ellis made a motion to approve the Treasurer's Budget as submitted.*

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

**3. Agenda: Approval/Additions/Deletions:** Summer student and YASTA advertising were added.

**4. Approval of previous minutes** (December 12, 2018): Reviewed by all. No changes.

*George Manzer made a motion to approve the Minutes of the Previous Minutes as submitted.*

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

**5. Business Arising from Previous Minutes:**

9b. Shared Services Committee: Jeff Sunderland and Tom Ossinger are discussing this. No decisions made.

## 6. Grants/Funding:

- a. **ACOA: Innovative Communities Fund:** The Accelerated Market Readiness portion of the project is completed and we are now working to implement the recommendations of the destination assessment. As part of the project, web site upgrade costs have been approved and will replace doing another workshop. Depending on funds remaining, there may be workshop opportunities. Also, an extension to September 30, 2019 has been approved to complete this project.
  - i. **Communities of Interest Workshop:** Well attended and well received.
- b. **TourismNS Digital Marketing:** merges IC and Digital marketing; the application has been submitted.
- c. **TOD and MODD Annual Funding** Annual funding requests have been filed.

## 7. Old Business: None.

## 8. Marketing Committee: (see minutes of January 8 meeting)

- a. **Visitor Guide:** Discussion continued regarding advertiser sales. During the marketing committee meeting Linda Graham made a discount suggestion which has been brought to the Board for vote.

*Linda Graham made a motion to extend the offer of a 10% discount on all ads purchased with a 2020 membership, paid for and submitted prior to a September 15, 2019 deadline.*

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

- b. **Boston Globe Travel Show 2019** (January 18-20, 2019): Greg updated on the progress of this show. He will again be on the culinary stage with Laura Muise. Greg will try to do a Facebook Live posting from the show.

## 9. New Business:

- a. **Nominating Committee:** General discussion held on who will re-offer. George Manzer, Peter Turnbull and Kevin Ellis have re-offered. Tina Frost will try to find new members from Digby Neck & Islands. Mary may have a nominee for Treasurer.
- b. **Web site:** Digby Neck web site link: This was discussed at the marketing meeting and it was felt DATA would not be involved in this endeavour.
- c. **Summer Student:** Tina Frost has offered to take care of the Canada Summer Job application.

*George Manzer made a motion to approve the completion of the application for summer student.*

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

- d. **YASTA Visitor Guide:** Greg was approached DATA advertising in the YASTA guide. Greg has suggested an ad swap between YASTA and DATA. Waiting to hear back.

## 10. In-Kind Reports:

- a. **Board of Trade:** Kevin Ellis gave an update. SOAR Representative and Terry Thibodeau were guest speakers at the last BOT meeting.
- b. **Municipality:** The Municipality has approved \$600 to assist with the Boston Travel Show.
- c. **Town:** The Town has approved \$600 to assist with the Boston Travel Show.
- d. **VIC:** No report.

## 11. Next Meeting: February 13, 2019, 2pm @ Municipality

## 12. Adjournment: called at 3:15pm