

DATA BOARD OF DIRECTORS
March 20, 2019, 2pm @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Darren Carey, Kevin Ellis, Linda Graham,

Regrets: George Manzer, Carol Barnes, Tom Goodwin, Tina Frost

Guests: Jeff Sunderland and Miranda Titus

1. **Welcome:** Greg Turner opened the meeting at 2:03pm and introduced Deputy CAO, Municipality of the District of Digby, Jeff Sunderland, who gave a Marketing Levy Presentation. Jeff will take all comments and questions back to the Shared Services Committee for discussion; and, DATA will prepare a list of all that DATA does to present at a meeting of area businesses, said meeting to be set up by the Shared Services Committee of the Municipality of Digby and the Town of Digby.
2. **Treasurer's Report:** Jeremy Sanford 2017 & 2018 reports received and tabled to be discussed at the next meeting. A copy of these reports will be emailed to all Board members.
3. **Agenda: Approval/Additions/Deletions:** There are three items to be added under New Business: 1) Ellis Golf Tournament; 2) Digby Banners; and, 3) Bay Ferries radio promotion.
4. **Approval of previous minutes** (February 20, 2019) No changes.

*Kevin Ellis made a motion to approve the minutes of the February 20, 2019 meeting.
Darren Carey seconded. All aye. Motion carried.*

5. **Business Arising from Previous Minutes:** Larry Knox is producing artwork to be included in the Artists & Artisans block on the DATA web site. He will submit his work when completed.

6. Grants/Funding:

- a. **ACOA: Branding:** Canada's Natural Aquarium trademark / new logo. Submissions were reviewed and a decision made. Mary will notify the winner, Linda Wielinga and advise that the announcement will be made at the DATA Annual General Meeting on May 8. The winning design will need a few revisions. The Marketing Committee will meet with Linda to discuss the desired revisions.

*Mary Tibbetts made a motion to approve and accept the logo submission of Linda Wielinga, with required revisions, at a cost of \$400.
Linda Graham seconded. All aye. Motion carried.*

- b. **Digital Marketing:** TourismNS will be working with our videos and content; and will work with the triple breach video and get the rights from the videographer for said use. They want from 3-5 postings per month for May, June and July. Greg asked that we offer to pay Amy Tudor to do these postings.

*Greg Turner made a motion to approve payment to Amy Tudor for a minimum of nine (9) postings of DATA's digital marketing.
Darren Carey seconded. All aye. Motion carried.*

- c. **TOD & MODD:** The Town of Digby has approved DATA's request for \$5,000 funding; no response from the Municipality at this time.

7. Old Business:

- a. **Nominating Committee: AGM May 8:** to be discussed at the April meeting.
- b. **Social Media Policy:** Greg Turner is preparing a policy; to be submitted for review when completed.

8. Marketing Committee

- a. **Visitor Guide:** Guide is on DATA site and Nova Scotia Tourism site. At the marketing meeting a raffle was discussed with the hope of bringing in more ads and members.

Linda Graham made a motion to approve DATA holding a raffle offering a free 2020 membership and 1/4 page ad in the 2020 Visitor Guide, if order is placed not later than September 15, 2019. Draw to be held not later than the end of September.

Darren Carey seconded. All aye. Motion carried.

- b. **Web Site:** Work is continuing. Greg had some mis-information re trails removed from the site.

9. New Business:

- a. **Digby Banners:** Peter Turnbull advised the Town has received requests for more local artists to submit their work, with a new theme, for more banners which are placed on Water Street. The Town has requested DATA be the judge to decide the winning artwork. Peter will get guidelines from the Town and the artwork will be submitted to DATA anonymously to avoid any conflict of interest.
- b. **Ellis Golf Tournament:** Kevin Ellis asked if DATA will support the annual Golf Tournament which is fundraiser for the Digby and Area Health Service Charitable Foundation. This year the goal is to purchase a CPAP, a breathing apparatus.

Kevin Ellis made a motion to approve DATA purchase a Golf Tee Box at the cost of \$125 for the 2019 tournament.

Darren Carey seconded. All aye. Motion carried.

- c. **Bay Ferries radio promotion.** Greg Turner has spoken with Monica MacNeil regarding an upcoming radio promotion to be held in June. There will be two radio personalities and a videographer, Facebook live, prizes, etc. Lunch will be held at Crow's Nest and visits to various areas.

Greg has asked that 1) DATA offer to subsidize half of the cost of lunch at Crow's Nest at the cost of approx. \$100; and, 2) that we offer to pay transportation to Amy Tudor to come to Digby since the radio promotion will not have time to go to the Islands. These will be put to motion at the April meeting.

10. In-Kind Reports:

- a. **Board of Trade:** Kevin Ellis reported: The next General Meeting of the DABT will be held on Thursday, March 21, 2019. Meeting will begin at 6:00 pm. Gordon Wilson, MLA will address our membership and provide a review of 2018, outline plans for 2019 and open the floor to questions.
- b. **Municipality:** No report.
- c. **Town:** See above 9a.
- d. **VIC:** No report.

11. Next Meeting: April 10, 2019, 2pm @ Municipality

12. Adjournment: Called at 4:05pm