

**DATA BOARD OF DIRECTORS**  
**April 10, 2019, 2pm @ Municipality**

**MINUTES**

**Present:** Greg Turner, Mary Tibbetts, George Manzer, Linda Graham, Tina Frost, Kevin Ellis

**Regrets:** Peter Turnbull, Darren Carey, Carol Barnes, Tom Goodwin

Tina Frost began the meeting with discussion re Legislation introduced to Repeal and Replace Tourist Accommodations Act. Tina and Linda believe this is a good start to the Airbnb licensing discussions. TourismNS will share information at tourismns.ca as it becomes available.

1. **Welcome:** Greg Turner opened the meeting at 2pm.
2. **Treasurer's Report:** We reviewed the financial statements submitted by Jeremy Sanford for 2017 & 2018. Greg will be checking with Jeremy Sanford regarding whether or not we get HST reimbursement. Mary will ask Treasurer Barnes to prepare a year end statement to submit at the 2019 AGM.

*Linda Graham made a motion to adopt the Jeremy Sanford reports of 2017 and 2018.*

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

The report submitted by Treasurer Barnes was reviewed.

*Kevin Ellis made a motion to adopt the Treasurer's report.*

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

3. **Agenda: Approval/Additions/Deletions:** No changes to the agenda.
4. **Approval of previous minutes** (March 20, 2019): No changes to the previous minutes.

*Mary Tibbetts made a motion to approve the minutes of the March 20, 2019 meeting.*

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

5. **Business Arising from Previous Minutes:** Greg will call Jeff Sunderland to find out the progress on the levy discussions.
6. **Grants/Funding:**
  - a. **ACOA: Branding:** Canada's Natural Aquarium trademark / new logo.  
We reviewed the final logo design submitted and everyone was in agreement that this is what we want for our new logo. There is one minor colour change. The new logo will be DATA's "USP" – Unique Selling Proposition. We need to write an agreement for ownership of the logo for both parties to sign and a check will be made payable to the logo designer.
  - b. **Digital Marketing:** Greg will be working on the posts with TourismNS. We need to use the tools available to us on Facebook. Down the road we need to purchase the software to produce our own b-roll videos; it will pay for itself and be a cost saving tool; right now we have a lot of b-roll not being used.
  - c. **TOD & MODD:** funding. Both are waiting council approval.
7. **Old Business:**
  - a. **Nominating Committee: AGM May 8**  
Mary Tibbetts will be stepping down as Secretary and Carol Barnes will be stepping down as Treasurer. Possible names were discussed for replacement Secretary and Treasurer. We need a paid employee. We should have an Executive meeting before the AGM.

- b. **Social Media Policy:** to be re-visited when an employee is hired.
- c. **Marketing Levy.** Discussion of need for motion of support from DATA to TOD/MODD proposal. All agreed we need to support the levy. It was again discussed that the restaurants and gift stores that open only for the six month tourist season should be included in this levy.

*Kevin Ellis made a motion for DATA to write a letter to Councils in support of the levy.  
Linda Graham seconded. All aye. Motion carried.*

- d. **Bay Ferries radio promotion:** Bay Ferries is doing a radio blitz in June.

*Kevin Ellis made a motion for DATA to sponsor half the cost of the lunch at a cost of approx. \$100 and pay the travelling costs for Amy Tudor to come to Digby.  
Tina Frost seconded. All aye. Motion carried.*

## 8. Marketing Committee:

- a. **Visitor Guide:** early membership/ad drive for 2020 raffle. It was agreed to start advertising this raffle as soon as possible.
- b. **Delivery of visitor guides** – Due to the closure of the Distribution Centre all areas are delivering their own guides throughout the province. We have begun and should be finished with deliveries by the time the VICs open for the season.

## 9. New Business:

- a. **Bay Ferries Maud Lewis Promotion.** Bay Ferries has been given the opportunity to show the movie *Maudie* on both ferries this summer. Bay Ferries would like to partner with Yarmouth and Digby on this at a cost of \$1,200 for each partner and BF would pay \$2,600. This is a great opportunity.

*Kevin Ellis made a motion to partner with Bay Ferries for \$1,200 to get the rights for the showing of Maudie.  
Tina Frost seconded. All aye. Motion carried.*

- b. **Bay Ferries Visitor Information position on the Fundy Rose** – motion for financial support. It has been requested that DATA provide up to \$1,200 to cover the costs of a VIC position on the Fundy Rose.

*Linda Graham made a motion to partner with Bay Ferries on a VIC position at the cost of \$1,200.  
George Manzer seconded. All aye. Motion carried.*

- c. **Music series in Digby** during the summer – 21 performances on the waterfront; some performances will be day time and some at night. The town is looking for DATA to support summer music performances at the cenotaph. DATA will support these concerts and help with flyer distribution and advertising.

## 10. In-Kind Reports:

- a. **Board of Trade:** The Board applied to Nova Scotia Works for an employee and a full-time employee was approved for 35 hrs/week for one year. At the next meeting, the guest speaker will be Greg Turner talking on tourism in the area.
- b. **Municipality:** No report.
- c. **Town:** No report.
- d. **VIC:** No report.

**11. Next Meeting:** AGM on May 8, 2019, 6pm @ Municipality

**12. Adjournment:** Called at 3:55pm