

**Digby Area Tourism Association (DATA)
Board of Directors Meeting
Minutes - November 26, 2015**

Present: Bob Benson, George Manzer, Carol Barnes, Tom Goodwin, Tina Frost, Linda Graham, Mary Tibbetts, Annah Boucher, Erica Phillips

Regrets: Greg Turner, Ian Barnes, Penny Graham

1. **Welcome:** Secretary Mary Tibbetts welcomed all present. There was no Chair for this meeting and everyone agreed we would just cover the agenda.
2. **Agenda Approval/Additions/Deletions:** Mary Tibbetts asked if anyone had any additions or deletions for the agenda.

Linda Graham added Tourism Destination Areas from a workshop she had attended in the past.

3. **Treasurer's Report:** Treasurer Carol Barnes read her report.

Tom Goodwin moved for adoption of the Treasurer's Report as submitted.

Linda Graham seconded. All aye. Motion carried.

4. **Approval of Previous Minutes (Oct. 29, 2015):** Mary Tibbetts asked if everyone had read the previous minutes and asked if there were any changes. There were no changes.

5. **Business Arising from Previous Minutes:** Actions required from the previous minutes were reviewed.

DATA Chair: Mary Tibbetts read a summary submitted by Greg Turner regarding his contact with NSTA and this was tabled until January 2016

Paid Employee: George Manzer did follow-up on this with the Municipality. Remaining questions are will the town be willing to share this cost? Would the employee be part-time or full-time? How would position be paid: Tourism is the second most important to the municipality. It was agreed by all that these were questions to be tabled until we could talk to Nick Fry, NSTA, in January. It's also important we should look at grants to support the position.

Linda Graham moved to table this until the NSTA meeting in January.

Tom Goodwin seconded. All aye. Motion carried.

Halifax Guide: Mary Tibbetts sent an email to all members re interest in hyperlink for \$125 and members at this meeting voted. The majority vote was yes. Mary will notify the Halifax Guide of this decision.

Halifax Kiosk: George Manzer has looked into this and there is no space available for this year. There are still a few questions to be answered. He will keep us up-to-date on this as more information becomes available for the 2017 season.

Doers & Dreamers: Greg Turner will be asked for an update upon his return.

Hike NS: Greg Turner will be asked to keep us advised if there is anything DATA can do with regard to this.

Town Map: Mary Tibbetts followed up with Bee Stanton. Everyone agreed that the map looks good. Linda Graham suggested the only change might be the first finger on the wharf should be removed as it is no longer there, it is now a floating dock with no access for the public.

Island Maps: Tabled until Greg Turner calls Diane Theriault. Then Linda Graham and Tina Frost to ask Diane Theriault re status.

Air B&B: Linda Graham read a letter she drafted to TIANS about our concerns. After discussion amongst the Board a motion was made.

Linda Graham moved to send this letter to TIANS with a copy to NS Tourism, the MLA and the MP. Tom Goodwin seconded. All aye. Motion carried.

Mary Tibbetts will finalize the letter and send to the Board for approval prior to mailing.

Saltscapes: Greg Turner wrote a proposal regarding his follow-up. A copy of this proposal was given to all present. George Manzer talked to Municipality Council and they agreed to offer Rob Hersey the same details as last year for assisting on behalf of the Municipality. The Municipality Council requested a formal letter from DATA requesting their assistance both with regard to Rob Hersey's assistance and funding. It was also suggested a similar letter be sent to the Town requesting they share the costs.

Annah Boucher indicated Digby Pines will again offer TVs, etc. as they did last year.

The committee formed last year will continue; this consists of Annah Boucher, Rob Hersey and Greg Turner. Tina Frost also showed interest in joining this committee. It was agreed a double booth worked well and we would request that again; and it was agreed the interactive portion was a great success.

Greg Turner's proposal suggested \$100 which would include DATA membership and the display of an ad at the Expo including a hyperlink to the member's website.

Tom Goodwin moved to accept Vice Chair Turner's proposal, with cost structure of \$100, as is. Linda Graham seconded. All aye. Motion carried.

Tom Goodwin paid his fee of \$100 and Mary Tibbetts will prepare a receipt for him.

Annah Boucher, Rob Hersey and Greg Turner will reach out as needed for assistance.

Linda Graham and Tina Frost, when not working the DATA booth, passed out brochures as they wandered last year's Expo and asked if this was ok.

It was agreed by all that there would be no rack card distribution. Tom suggested a solution may be to have cards in the back of the booth so if anyone asked for one it would be available.

Bob Benson suggested we should have one piece of literature – a general DATA brochure. Mary will re-send the old brochure to Board members to review and we'll start working on a new up-to-date one.

Tom Goodwin suggested the new highway sign as a post card. What would be the printing costs? Needs to be looked into. We need business cards and brochures.

It was agreed any and all actions regarding Saltscapes would have to go through the Saltscapes Committee for approval and we need to reinforce that everyone is to write down their thoughts and ideas to be presented to the Committee.

6. **New Business:**

Carol Barnes asked George Manzer about the new biosphere signs. George thinks the location for the signs has been decided and we should expect to see the signs soon.

i. Web Site Administration. Mary will try to maintain the site.

ii. Membership Drive. Mary will do the membership drive again this year but feels it will only be successful if all members assist by giving her names of businesses and email addresses. It is too much to have to go through the phone book.

iii. Digby/Annapolis Assessment Findings. It was agreed this provided very good suggestions but no decisions to review the findings were made.

iv. Suggestions for new Chair. Mary Tibbetts requested everyone begin the process of nominating potentials for the new Chair as this needs to be done as soon as possible.

v. Annah and Guest Services Mgr. from Pines with strategies implemented by the South Shore. Annah and Erica Phillips talked about marketing. They've talked with Monica O'Neil who was with SW Destination. A general meeting was held and getting a person with marketing skills was recommended. The members each paid a percentage so the marketing expert would receive a salary and it seemed to work.

This person would be an expert in branding, targeting the right audience, etc. and give a focus to the group. Would know which ads did help and which didn't and funding for advertising, etc. This person would know the avenues and roads to travel.

Campaigns for facebook promoting areas, being interactive. How do we get focused and get money? We need to bring someone in who has the skill set. We also have to convince businesses which are not traditionally a part of tourism that they really are tourism; i.e., gas stations, grocery stores anywhere tourists might ask for directions.

Annah Boucher will reach out to Monica to talk about the process to get started.

Tom Goodwin said few people know the Annapolis Board of Trade took on the challenge of marketing the Annapolis Valley.

Mary Tibbetts recently heard about the "how to fix the community" sessions which were being held at NSCC. Is it successful? Erica Phillips said about 45 people showed up; no decisions have been made, it has just been brainstorming so far. These events should be shared with DATA. We need to get the word out. The next meeting is being held on December 2 at the NSCC. DATA should be represented but no decision made on who would attend. Mary will send an email to all members letting them know about it.

Erica Phillips said the NSCC group was asking the question re how to beautify downtown Digby.

Two suggested proposals:

- a) the town needs plastic brochure holders outside the VIC after it has closed; and,
- b) someone needs to do a seafood/brochure – we need someone with knowledge regarding the fisheries industry to put together a brochure/handout with information on this industry. We are “missing the boat.”

We need demographics; need to attract older people and retirees. We are not Toronto and shouldn't try to be trendy – we should be proud of and promote the seafood that we have – cooked as it should be cooked. We need to get back to our roots as far as lobster, scallops, seafood, etc. are concerned. Bob Benson said scallop capital is not even mentioned in the above mentioned assessment report. KISS – keep it simple!

A suggestion was made to get a committee together to seek input from local industries and restaurants and prepare a brochure/fact sheet to have ready for Saltscapes Expo and also to have this information available after hours at the Digby Town VIC.

Bob Benson seconded. All aye. Carried.

vi. Annual General Meeting: (this is only a reminder so not forgotten; not necessarily for discussion today) RBC signing authority; guest speaker, code of ethics form, etc. Everyone agreed it is necessary to keep this in mind.

vii. Funding: Linda Graham asked if we could work with Executive Director Julie McLean of CBDC re funding direction? Perhaps ACOA can help? We need to get the guidelines from both ACOA and the provincial funding. We need focus and a plan.

Annah Boucher said there is value with what they did on the South Shore. We need to get the right person to promote the area to the best of our abilities.

7. Meeting time. Everyone agreed that 2pm works.

Adjournment: Tom Goodwin called for adjournment at 3:30pm

Next Meeting: WEDNESDAY, January 20, 2016 @ 2pm; tbd

Marketing Committee: After adjournment it was remembered that Linda Graham added Tourism Destination Areas from a workshop she had attended in the past. This was from a 2012 marketing workshop. It was agreed that we need a Marketing Committee. Everyone present agreed to be on the Marketing Committee and we will schedule a meeting to discuss only marketing. Linda is taking a marketing course and she will talk with her teacher about how to proceed after which we will schedule this meeting.

Respectfully submitted,
Mary Tibbetts

Actions Required after the November 26, 2015 meeting:

DATA Chair: Greg Turner to contact Nick Fry of NSTA for a January 2016 meeting.

Paid Employee: George Manzer to follow-up on this after meeting with Nick Fry, NSTA, in January.

Halifax Guide: Mary Tibbetts to notify the Halifax Guide of hyperlink decision.

Halifax Kiosk: George Manzer to keep us up-to-date on this as more info becomes available for the 2017.

Doers & Dreamers: Greg Turner will be asked for an update upon his return.

Hike NS: Greg Turner will be asked to keep us advised if there is anything DATA can do with regard to this.

Town Map: Mary Tibbetts followed up with Bee Stanton and post on web site and facebook.

Island Maps: Tabled until Greg Turner calls Diane Theriault. Then Linda Graham and Tina Frost to ask Diane Theriault re status.

Air B&B: Mary Tibbetts will finalize the letter and send to the Board for approval prior to mailing.

Saltscapes: Mary Tibbetts to draft a letter to the Municipality Council requesting their assistance both with regard to Rob Hersey's assistance and funding. It was also suggested a similar letter be sent to the Town requesting they share the costs.

Receipt: Tom Goodwin paid his fee of \$100 and Mary Tibbetts will prepare a receipt for him.

Saltscapes Committee to give an update after meeting.

Membership Drive. all members to send names of businesses and email addresses to Mary.

New Chair. everyone begin nominating potentials for the new Chair

NSCC "how to fix the community" sessions being held at NSCC. The next meeting is being held on December 2 at the NSCC. Mary will send an email to all members letting them know about it.

Industry Fact Sheet: Committee(?) to seek input from local industries and restaurants and prepare a brochure/fact sheet

Marketing Committee: Annah Boucher will reach out to Monica to talk about the process to get started. Linda to talk with her teacher about how to proceed after which we will schedule this meeting.