

**Digby Area Tourism Association (DATA)**  
**Board of Directors**  
**MINUTES – APRIL 13, 2016**

**Present:** Greg Turner, Linda Graham, Bob Benson, Mike Bartlett, Mary Tibbetts, Saskia Geerts, Julie MacLean, Lisa Tudor

**Regrets:** Tom Goodwin, Carol Barnes, Tina Frost, George Manzer, Penny Graham

Greg Turner presented the agenda on screen.

1. **Welcome:** Acting/Vice Chair Greg Turner opened the meeting and welcomed all present at 2pm.

Greg Turner introduced Julie MacLean who has joined the Board of Directors in the position of Digby Area Board of Trade representative. Julie works for CBDC in Digby-Clare.

2. **Approval/Additions/Deletions to Agenda:** After review, Greg Turner asked if there were any changes or additions to the agenda. None.
3. **Treasurer's Report:** No report; however, Greg Turner reported a thorough accounting will be presented at the Annual General Meeting.
4. **Approval of previous minutes (March 16, 2016):** After review, Greg Turner asked if there were any changes to the previous minutes. None.

*Mike Bartlett moved for adoption of the previous minutes as submitted.*

*Saskia Geerts seconded. All Aye. Motion carried.*

5. **Business Arising from Previous Minutes.** Greg Turner explained that not all items mentioned on the Agenda are for discussion; these are listed just to keep them from falling off the grid. He gave a brief description for the new members.

**Phone/visit campaign to get more stakeholder support.** Ongoing. Lisa Tudor agreed to help Penny Graham with the Islands membership drive.

6. **Old Business:**

- i. **Saltscapes Committee:** Greg Turner gave an update. Should be an exciting weekend.
- ii. **Inspiring Content Partner Program:** After Old Business was concluded Greg Turner gave an update.
- iii. **Hike NS Summit:** Greg Turner gave an update.
- iv. **Digby Neck and Islands Map:** This has been completed and will be shipped by courier on Thursday.
- v. **Courier stories/Article writer:** All articles will be considered by the Board. Members are encouraged to submit their articles for posting.
- vi. **Print Media:** A whale shot has been chosen to be the cover for this year's Explore Digby County Guide which is the main publication for our area. John DeMings' position with the Tri County Vanguard was retired and John's work at the Digby Courier will be sorely missed.
- vii. **Partnering with Discover Saint John.**
- viii. **Working with Bay Ferries.**

Greg Turner will follow-up with Jeff Gaudet and Mike Adams at Bay Ferries. Lisa Tudor indicated she does have contacts with Bay Ferries and as she will be doing a presentation next week she will discuss DATA with her contacts.

- ix. **Spring into Summer.** DATA will not get a table but perhaps WREN or the reception desk will display DATA on their tables and distribute the Digby Guide.

Mike Bartlett reported that WREN (Western Regional Enterprise Network) will be putting up a booth and suggested this might be a good group for DATA to talk to. Perhaps we should invite a member of WREN to a DATA meeting.

- x. **Marketing Committee:** Linda Graham got approval to display our presentation in a store window downtown; however, Julie said Rick Foote had tried that previously without success as the light keeps the display from being seen. Julie suggested adding pictures from the Pack Your Rubbers campaign to our Saltscapes presentation. We should see about putting our presentation in the downtown VIC; Lisa said she may have televisions we could use.
- xi. **Membership Committee:** Membership is an ongoing challenge; however membership is up this year. Membership in DATA is not about individual businesses but as a community in whole; every business depends on the success of the area.
- xii. **Annual General Meeting:** See New Business.
- xiii. **Summer Board Meetings:** Tabled.

**Inspiring Content Partner Program:** Greg Turner gave an update and summarized the program and details that were discussed at the last Inspiring Content meeting. It was agreed Bay Ferries would make a very good partner and Bay Ferries would share in the benefits of exposure through this program; Greg Turner will follow-up with Bay Ferries. We have a lot more information to share with our partners now, including informing them that this is an “area” benefit and not “individual business” benefit. We will be prepared to submit the application prior to the deadline.

- 7. **New Business:** It was agreed that the motions to be put forth to membership at the AGM would include:
  - i. licensed accommodation memberships only  
*Add to By-Laws: 5.3 Accommodations must be licensed pursuant to Section 3, Requirements for licenses, of the Tourist Accommodations Act as set forth by the Nova Scotia Legislature.*
  - ii. change of membership year to October 1 to September 30  
The fiscal year will remain the same but the membership drive will begin during the summer for the purpose of reaching businesses not available during the winter months.
- 8. **Next Meeting:** Annual General Meeting, Thursday, May 5, 2016 @ 2pm; Municipality Council Chambers

**Adjourned:** 3:40pm