

Digby Area Tourism Association (DATA)
Board of Directors
MINUTES – FEBRUARY 17, 2016

Present: Greg Turner, Bob Benson, Tina Frost, George Manzer, Mary Tibbetts, Kathy Simms, Carol Barnes, Saskia Geerts

Regrets: Linda Graham, Tom Goodwin

1. **Welcome:** Acting/Vice Chair Greg Turner opened the meeting and welcomed all present at 2pm.
2. **Approval/Additions/Deletions to Agenda:** After review, Greg Turner asked if there were any changes or additions to the agenda.

Updates on This Lighthouse Matters and #Pack Your Rubbers added to the agenda.

*Carol Barnes moved for adoption of the agenda.
George Manzer seconded. All Aye. Motion carried.*

3. **Treasurer's Report:** Carol Barnes gave a report on the current balance. The report did not include the most recent membership and saltscapes applications or additions to the Digby Neck and Islands Map so Treasurer's Report was tabled until these checks cleared.
4. **Approval of previous minutes (Jan. 20, 2016):** After review, Greg Turner asked if there were any changes to the previous minutes.

*Mary Tibbetts moved for adoption of the previous minutes.
Tina Frost seconded. All Aye. Motion carried.*

5. **Business Arising from Previous Minutes** (occasionally items will be listed just to keep them from falling off the grid – not necessarily for discussion at this current meeting)

Halifax Kiosk: George Manzer indicated nothing to report at this time.

Doers & Dreamers: Get copy of lease from Oliver Jansen. Mary Tibbetts will contact Dianne Theriault to get more information.

Hike NS: Greg Turner reported the summit planning is underway and they want DATA to set up a booth with area information; also, there will be a silent auction for which both Carol Barnes and Tina Frost offered accommodation gift certificates to be included in a Digby Area packages. They have asked Greg Turner to write supporting text about Digby Area hiking to be included with the packages.

New Chair: nominating potentials for the new Chair. Greg Turner offered to accept a nomination to chair.

Digby Neck and Islands Map: Tina Frost gave an update. Approximately 46-48 businesses want to be on the map. Information has been sent to Jim Todd who will send her a price estimate. She asked Mary to send her a list of all who have paid to date. More information will be available at the next meeting.

You-Tube: Tina Frost has set up DATA account using her email address and she has posted a few videos. She now has to get word out to subscribers. With the numerous you-tube postings of videos of the Digby area she will pick out some of the best and ask permission to add them to DATA's page. She will ask Norm Levesque, IT Coordinator for the Municipality of Digby, to help her learn.

Courier stories: We need an article writer and Tina Frost suggested Peter Turner, who is a blogger and she will ask him. Perhaps we could do a monthly “tourism column.” This will be added to the Marketing Committee agenda.

Bay Ferries: See below under New Business.

6. **Old Business:**

- i. **Unlicensed Accommodation-AirBnB** As a volunteer organization our mandate does not involve lobbying on government policy. Saskia Geerts indicated any accommodation licensed or unlicensed could advertise through Air B and B. Mary Tibbetts reported on Linda Graham’s mention that PEI Tourism is taking a pro-active stance against. All present agreed that unlicensed accommodations are an area of concern, but not an issue DATA should pursue. The DATA Board agreed to leave it alone as the Province is aware of the problem. Those concerned should send individual letters to Tourism Nova Scotia.
- ii. **Saltsapes Committee:** The Committee meets next week and update will be provided at the next DATA Board meeting.
- iii. **Inspiring Content Partner Program:** Greg Turner showed the power point presentation “Explore Digby.” He presented this program to Digby Town Council last night (Feb. 16). They appeared interested in the program, although they will not be able to make a decision until they have had their budget meetings.

Greg reported that Bob Powell (DARC) indicated NS Tourism gave him access to their video and photo database to develop “commercials” for the live stream of the upcoming National Curling Championships. There was very little featuring the Digby area on their database. This makes the Inspiring Content Partner Program all the more important, eventually enabling us to have access to a greater library of Digby Area content.

DATA has asked the town for \$5,000 which is double last year’s town contribution and the Town Council will take it to the Budget Committee. George Manzer asked if any funds from the town would be for this project only or would it be for other projects and, if for other projects would the town be funding more towards the Partner Program. The town wanted to know if stakeholders (tourism businesses) are being asked contribute. A meeting will be set up with the Board of Trade to show them the presentation and ask for support from businesses.

Saskia Geerts asked if member businesses can use the content after it has been made. It is possible they may be able to with the understanding the DATA owns the content. Tina asked if NS Tourism would be able to give an approximate breakdown. George Manzer asked if this would be an annual program; but it is a one year, one shot deal.

Another question submitted: will we have input for titles and themes. Probably but this is another good question to ask.

As Tourism NS has not released the specifics of the program, we cannot directly answer many of these questions. The release is scheduled for late this month or early March. Then, we can set the guidelines.

It is believed we should make our goal a minimum of \$20,000 to \$25,000 and hope for more.

- a. Plan a “lunch and learn” date for all members. We did not get to this. Perhaps we can discuss after the presentation to the Municipality.

Kathy Simms asked if we have talked to NS Tourism about international funding. Saskia had talked to NS Tourism about this but they prefer the individual areas work on getting the tourists to their area once they are in the province and leave the international to them.

Greg is also going to meet with John DeMings this week regarding print media; i.e., TC Media and Explore Digby guide.

- iv. **Funding:** The annual request to town and municipality have been delivered.
- v. **Curling Championship:** This will be discussed by the Saltscapes Committee.
- vi. **Membership Committee:** It was agreed by all that to participate in Saltscapes a membership in DATA is required. Attracting membership remains an ongoing task .

7. **New Business:**

- i. **Valley Cartographer Paul Illsley:** Greg Turner spoke with Paul Illsley who created a map with clickable links. There were one or two corrections to be made. Mr. Illsley appreciated getting the updates from Greg and asked to be kept posted.
- ii. **Digby Town Map:** Mary Tibbetts asked about the ownership/upkeep of the Digby Town map. Since we paid Bee Stanton the map is now the property of DATA. Mary will ask Bee for the original master template.
- iii. **Partnering with Discover Saint John.** Greg is in the process of setting up a dialogue with Discover Saint John to see how we can partner with them. They have exciting, new interactive kiosks which may give us a marketing .
- iv. **Working with Bay Ferries** Greg Turner spoke with Jeff Gaudet and Mike Adams of Bay Ferries and asked if they would be funding partners for the Inspiring Content Program. They are not able to help us with that specific funding, but they are very interested in networking with DATA to market the Digby Area on the ferries (Digby and Yarmouth). There are many exciting marketing opportunities, so we will be in an ongoing discussion with them to facilitate this process. It is possible one of the Bay Ferries Digby office employees will join the DATA Board.
- v. **Annual General Meeting:** Tina Frost offered to take the lead of the Nominating Committee. This committee will consist of Tina Frost, Mary Tibbetts, Kathy Simms and Linda Graham. Mary will forward the necessary information to Tina.

Greg Turner went around the table to see who would re-offer for the current positions.

Yes - Mary Tibbetts, Secretary.
Yes – Carol Barnes, Treasurer
Yes – Tina Frost, as Director at Large
Yes – George Manzer, Municipality of the District of Digby
Yes – Bob Benson, Bear River Representative
Yes – Kathy Simms, will accept a nomination for Director at Large
Yes – Greg Turner will accept the nomination for Chair.

The Nominating Committee will work on completing the nominations to fill the Board and will also do the arrangements and planning for the annual general meeting.

Tina Frost will contact Mike Bartlett to see if he will accept a position as a Director at large on the board and if he will regularly attend meetings. It was felt he has lot to offer and we should see what he would like to do.

Town Council asked if the Town Representative had to be a member of Council. They do not; the town may appoint an interested community person.

It was decided there would not be a guest speaker at the annual meeting.

8. Next Meeting: Wednesday, March 16, 2016 @ 2pm; Municipality Council Chambers

Adjournment: 3:50pm