

Digby Area Tourism Association (DATA)

**Board of Directors
MINUTES – JUNE 15, 2016**

Present: Greg Turner, Mary Tibbetts, Bob Benson, Linda Graham, Tina Frost, Saskia Geerts, Julie MacLean, Joanne Tinker, Carol Barnes

Regrets: Tom Goodwin, Penny Graham, Mike Bartlett, George Manzer

- 1. Welcome:** Chair Greg Turner opened the meeting and welcomed attendees at 2pm and thanked Carol Barnes for use of the Admiral Digby Inn to hold this meeting.
- 2. Approval/Additions/Deletions to Agenda:** Chair Greg Turner asked if there were any additions or deletions to the agenda.

Under New Business:

Greg Turner added Digby Neck and Islands Brochure

Linda Graham added a presentation to the Board of Trade

Carol Barnes added a list of things to do in the area

Bob Benson added FAM Tours

Linda Graham moved that the agenda, with additions, be accepted.

Saskia Geerts seconded. All aye. Motion carried.

- 3. Approval of previous minutes (May 18, 2016):** Chair Greg Turner asked if everyone had a chance to review the previous minutes and asked if there were any changes. There were no changes.

Mary Tibbetts moved that the previous minutes of May 18, 2016 be accepted.

Saskia Geerts seconded. All aye. Motion carried.

- 4. Treasurer's Report:** Treasurer Carol Barnes reviewed her financial statement. The audited statement should be ready by mid-July.

The Town of Digby approved the grant request and the \$2,500 will be for operating expenses and is separate from Inspiring Content.

David Tudor and the Islands Project Manager know that the \$4,000 is available for their use; a formal request is to be sent when the funds are needed.

Carol Barnes moved that the Treasurer's Report be accepted.

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 for discussion at this current meeting unless required)

Saltscapes 2017: No discussion necessary at this time; however, Greg Turner and Rob Hersey believe the theme should be updated to keep the booth dynamic.

Halifax Kiosk: Greg Turner spoke with Jimmy MacAlpine; nothing to report at this time.

Explore Digby County Guide: This year's early printing was very helpful and had a wide spread distribution which will hopefully bring in more contributors. Greg Turner visited several VICs where the guide was available and he believes TC Media realizes the impact these guides have.

Anniversary – moved to Marketing Committee update.

6. Old Business:

- i. **Inspiring Content Partner Program.** Greg Turner announced the very good news that our application has been approved by TourismNS. He received their very first phone call and was told that our application was very well prepared and they appreciated that we were active in the pursuit. There will be an Initial Discovery Session on Wednesday, June 22, 2016 at 9:30am. This will be a conference call and currently is scheduled to be held at Digby Town Hall. The major funding partners will be at this meeting.

Julie MacLean inquired if local photographers will be considered for this video. This is still being discussed but TourismNS will be searching and local businesses will most likely be looked at and they are welcome to apply; local businesses should keep an eye on this. If DATA does receive advance notice they will advertise to let the local businesses know of this. TourismNS has hired Trampoline, a Halifax media specialist, to develop the direction of the project.

Signing will probably take place in mid-July. This does not go public until we have signed off. After the meeting with TourismNS we will ask the town and municipality for their checks. As soon as the remaining checks are received we will deposit them.

- ii. **Marketing Committee.** Mary Tibbetts read the minutes of the May 25 Marketing Committee meeting.
 - a. **Partnering with Saint John and Bay Ferries.** Mary Tibbetts will draft a follow-up letter to set up a meeting.

The Coastline. Mary Tibbetts will send a follow-up email to Rob Hersey to see if the anniversary decal can be included.

- ii. **DATA Decals.** Mike Bartlett has placed the order for 36 anniversary decals. The Marketing Committee will discuss the membership decals at their next meeting and make a suggestion to the Board about how many we think we should order.

- c. **“Rubber Boots” Contest.** This is on hold and will be revisited in the fall.
- d. **Host Program.** There is much discussion; see below under New Business: FAM Tours.
- e. **Members posting DATA logo.** It was agreed Mary Tibbetts will email the logo jpeg to all members with a request that the highlight it wherever possible on their websites and in the businesses.
- f. **DATA 10 year anniversary.** After discussion, at the dedication of the Digby Pier Lighthouse on July 23, Greg Turner will be appearing as Admiral Digby and will put in a talk mentioning DATA. A celebratory event will be decided upon and held in early December.
- g. **Survey Monkey.** Tabled indefinitely.

“Old Home Summers.” The Board agrees Bob Benson’s suggestion is a good idea. See Marketing Committee Report.

Next Meeting of the Marketing Committee: Tuesday, June 21 @ 2pm; location tba

- iii. **Membership Committee.** See Marketing Committee Report. The Marketing Committee will discuss how many decals should be printed and will present to the Board.
- iv. **VIC Grants.** This is for VIC funds. When the Provincial VIC closed money was promised to the Town VIC and yet they received only \$6,000. The Town VIC is now functioning as a Regional VIC. This is under discussion at the Municipal level and the Board agrees an economic development officer is needed as so many areas are working independently and need a way to keep in touch. WREN does not include tourism and it is broader than the Digby area.
- v. **High Cliff Cove Trail** – Greg Turner has met with Bob Powell. The easement agreement is between trail property owners and DATA; therefore, DATA should have insurance. We can apply under the “Open Space Strategic Plan.” The Municipality has a trails grant which can be applied for by all trails. We need proof of incorporation, a financial statement and there is a form which must be signed by two representatives. Greg Turner and Tina Frost will sign.

Saskia Geerts made a motion for DATA to apply for a grant under the Municipality’s Open Space Strategic Plan to help cover the cost of insurance for the High Cliff Cove Trail. Julie MacLean seconded. All aye. Motion carried. Greg Turner called for discussion. None.

7. New Business:

- i. **Truro – Rising Tide for Fundy Gateway.** It was agreed 1) this discussion should wait for Penny Graham; and, 2) that Penny Graham’s contact with the Chronicle Herald and the Municipality of Colchester was a good response, received well by Senior Planner Paul Smith. *Chronicle Herald, 5/26/16, “Brier Island businesswoman objects to Truro being the Fundy Gateway.”*
- ii. **Area bulletin boards.** Via email, Mike Bartlett reported these information boards were a WVDA project with the town, not DATA. The town will look at a coat of paint or another idea of coroplast so you can push a pin in it.
- iii. **Bilingual revision of the Digby Neck & Islands Ecotourism Map** - Bay of Fundy Discovery Centre Assoc. has sent a request for financial assistance in placing bilingual interpretive panels in four locations. \$1,800 is needed to complete this project.

*Saskia Geerts made a motion to have DATA contribute the \$1,800 needed to complete the Bay of Fundy Discovery Centre Assoc.’s bilingual Ecotourism Map.
Linda Graham seconded. All aye. Motion carried.*

- iv. **Portland trip.** The trip was today, June 15, and was an effort to reach out to Portland, similar to the request we have out to Saint John. The email with details had been sent to members and was considered not an efficient effort at this time.
- v. **July 23 celebration** of the Digby Pier Lighthouse and This Lighthouse Matters update. Saskia Geerts gave an update. The lighthouse should be downtown on June 21, giving enough time to shingle and paint it.

A suggestion to engrave shingles with your name or in memory of has been made. Each engraved shingle would cost \$25. A buyer could engrave their name or we would do it for them.

*Saskia Geerts made a motion to fund raise by offering shingles with a name engraved for \$25.
Mary Tibbetts seconded. All aye. Motion carried.*

- vi. **Saltscapes Harvest** – Masstown Market: November. It was agreed that this is not a project for DATA.
- vii. **Digby Neck and Islands Brochure.** Greg Turner had been storing the newly printed brochures in his shed. The Digby town VIC has space for them and the brochures were transferred for storage at the town VIC. After discussion with the VIC manager, Sue Beard, it was agreed the VIC can replenish their stock of the brochure. However, it was also agreed that area businesses should not be allowed to take as many as they want or the three year supply would quickly dwindle.

*Tina Frost made a motion to give the Digby Town VIC permission to store the Digby Neck and Islands brochure with permission to replenish their stock but individual business owners must make a formal request to DATA if they want brochures for their business.
Linda Graham seconded. All aye. Motion carried.*

viii. Presentation to the Board of Trade. Linda Graham informed the Board she has been put on the agenda to make a presentation to work with their members regarding the DATA Host Program.

ix. List of things to do in the area. There is a list of 39 things to do in the Digby Area. Roger Marshall has offered to update this list on his own time. Carol will forward the list to Mary Tibbetts to email out to the Board so we can all review and advise of any updates or corrections.

x. FAM Tours. Bob Benson suggested a tour of all that is in each area so new people/students would be familiar with all that is offered. This fits in with the Host Program and has been added to the Marketing Committee.

DATA should include talking to the VIC staff in the Host Program. Perhaps we could make a video? Powerpoint? Maybe have the students make a video for a prize.

Suggested was talking to the 02 class or everyone in the high school. Greg Turner will make a presentation at the school. September to mid-October is a good time to do this.

Greg Turner thanked everyone for attending.

8. Next Meeting: Wednesday, July 15, 2016, 2pm @ Municipality

Adjourned at 3:40pm.