

Digby Area Tourism Association (DATA)

**Board of Directors
MINUTES – NOVEMBER 16, 2016**

Present: Greg Turner, Mary Tibbetts, Saskia Geerts, Carol Barnes, Bob Benson, Linda Graham, Tina Frost, Peter Turnbull

Regrets: George Manzer, Tom Goodwin, Joanne Tinker, Julie MacLean, Penny Graham

- 1. Welcome.** At 2pm Greg Turner opened the meeting and welcomed all present. The meeting began with introductions to Peter Turnbull, new Digby Town Representative. Ben Cleveland will be the alternate town rep.
- 2. Approval/Additions/Deletions to Agenda:** Three items added to new business:
Tall Ship visit update; Digby Neck & Islands Brochure; and, Social Media

Saskia Geerts made a motion to accept the agenda as amended.

Linda Graham seconded. All aye. Motion carried.

- 3. Treasurer's Report.** Carol Barnes read and reviewed her report. Greg Turner indicated there is still no report from Jeremy Sanford; Greg will stop by Jeremy's office to get status.

There is a need to know what finds are available for marketing the Inspiring Content. Tourism NS will be offering a "Search Engine Marketing" program and funding will be needed if we decide to participate.

Tina Frost made a motion to accept the Treasurer's Report as submitted.

Linda Graham seconded. All aye. Motion carried.

- 4. Approval of previous minutes** (October 19, 2016). No changes.

Mary Tibbetts made a motion to accept the previous minutes as submitted.

Peter Turnbull seconded. All aye. Motion carried.

- 5. Business Arising from Previous Minutes.** There was some confusion as to whether or not the signs at the High Cliff Cove Trail were taken down. This will be checked and signs removed if not already removed.

Federal 150, as understood, is not accepting any more applications for funding. Perhaps they will start new applications in the new year. Greg will contact the necessary government department. We need uniform signage. This is on our to do list.

- 6. Marketing Committee:**

- a. Inspiring Content.** The content will be received shortly; perhaps already delivered.

- b. **Explore Digby County Guide:** Al Simpson said they are not going to stop doing the Guide; however using a higher grade paper is not an option due to expense. Tina Frost would like to investigate other means of publishing the Guide. She has done some research and gotten price estimates. Everyone thinks this may be a good idea; however, Greg advised that the amount of volunteer work needed could be a big drain. TC media prints at least 10,000 copies plus contacts advertisers. Tina has a flip book program and will copy Mary on the program she uses.

A marketing meeting has been scheduled for **Wed., November 30 at 2pm**, with the Guide being the primary discussion.

- c. **Saltscapes:** It was decided a meeting is not needed until January, after the application information is received. A meeting is scheduled for **Tuesday, January 10 at 2pm**.

Saskia Geerts made a motion for DATA to participate in Saltscapes 2017.

Carol Barnes seconded. All aye. Motion carried.

- d. **Partnering with Bay Ferries/Saint John.** Greg updated re Jeff Gaudet has offered \$1,500 to partner with IC and for DATA to use for destination marketing. An invoice for this amount has been sent to Mr. Gaudet.
- e. **Host Program:** The Digby Fire Hall has been booked for **Wed., January 18 from 6pm to 8pm** for DATA to present to all employers/employees. All Board members must enlist as many businesses as possible. The logo with DATA info may be submitted to employers at any time, beginning immediately, there is no deadline. Pricing on “peel & stick” labels is needed.
- f. **2017 Canada 150:** “Connecting Through Time and Tide.” Saskia Geerts will check on the status of DATA’s filed application.
- g. **Doers and Dreamers 2017 Guide advertising.** The page is complete and invoices to the member participants have been sent out.
- h. **DATA 10 Year Anniversary (Thursday, November 24 @ 7pm** in Digby Firehall) All details are taken care of. The Board members are reminded to go all out distributing invitations.

7. Old Business:

- a. **Trade Shows:** It was agreed that this is too expensive. Mary Tibbetts will write to Monica McNeil to let her know we can not participate but we will help in any way we can; i.e., promotion on social media, IC content, etc. We do not want to completely close the door on this.
- b. **Bay of Fundy Gateway:** Linda Graham has taken a strong lead in this and has written several letters to the MLA, the Town and the Municipality. Everyone is encouraged to write letters.

8. New Business:

- a. **Grant:** Linda Graham would like to create a picnic ground at the corner of Rte. 217 and Trout Cove Road but grant requests must be from non-profit organizations. DATA can not submit a grant request on behalf of an individual due to legalities. It was suggested to Linda that she approach the local fire departments.

- b. **David Tudor:** Unavailable: continued to next meeting. Update on Digby Neck & Islands.
- c. **Tall Ship visit:** Saskia Geerts gave an update. The ships will be here on August 15 & 16, 2017. They will be docked in Digby on the 15th and do a sail past around Annapolis Basin on the 16th. The theme will be scallops, historical story telling, etc. and the firm Trampoline will be doing the marketing and branding. There should be no cost to DATA or the town. Timeline and details not yet confirmed.
- d. **Digby Neck & Islands Brochure:** Tina Frost suggested selling t-shirts, hats, etc. on Digby Neck as a means of making money to pay for printing of future Digby Neck & Islands brochures. Tina has done research on pricing through VistaPrint. She suggested that the funds received be maintained in the DATA bank account with all profits going to the brochures and, if successful, a little extra money for DATA. Everyone agreed this would be a good idea.

Tina Frost made a motion to use the DATA bank account for the Digby Neck & Islands brochure from sale of souvenirs with the DATA logo.

Bob Benson seconded. All aye. Motion carried.

- e. **Social Media:** Greg Turner talked about the advertising our area receives whenever photos uploaded to our Facebook page get shared. DATA should encourage everyone to LIKE and SHARE.

9. Next Meeting: January 11, 2017 at 2pm @ Municipality

10. Adjournment: 3:45pm