

## Digby Area Tourism Association (DATA)

### Board of Directors MINUTES – AUGUST 24, 2017

**Present:** Greg Turner, Taylor Robinson, Mary Tibbetts, Peter Turnbull, Linda Graham, Tina Frost

**Regrets:** Kevin Ellis, Carol Barnes, George Manzer, Hal Theriault

1. **Welcome** Greg Turner opened the meeting at 2pm. The quorum was not met and no motions will be made.
2. **Treasurer's Report:** No report. Greg Turner reviewed the most recent RBC Statement.
3. **Agenda: Approval/Additions/Deletions:** Greg Turner added the Municipality's project to research bringing cruise ships to Digby.

Dan Harvey is looking into Digby becoming a port for cruise ships and asked if DATA would partner on this. Discussions are on the table to extend the length of the wharf. With discussion, DATA agreed we don't have the staff to take on too much but we should be involved in this, perhaps in an advisory role. Conversations with Dan Harvey will be on-going.

4. **Approval of previous minutes** (July 12, 2017): No changes.

#### 5. **Business Arising from Previous Minutes:**

Gulliver's Cove Trail. The Municipality is interested in making this trail work. The owners are coming around and something may be worked out. This is an important trail for the Digby area and Jonathan Riley is working hard to make a trail asset map. Tina Frost is on the trails committee and will keep us up-to-date. DATA is an assist on the trails but the Municipality is taking the lead.

6. **Grants/Funding:** No new grants available right now. Perhaps we can find one to help with the Guide.

#### 7. **Old Business**

- a. **IC:** MOU for use of b-role. Greg has a rough draft of this MOU and will work on it as time permits after this very busy season.
- b. **Digby Guide:** a lower price was given for a re-print however still expensive. It was decided we would make due this year and order 15,000 next year. We need to start on the 2018 issue in full force in September.
- c. **Signage:** Greg read the response from the town regarding their signage by-laws. We've not yet heard from the Municipality. Tom Ossinger met with the lawyer and the town is now looking at fines, not letters, for illegal signs.

The owner of a specific sign in question was asked to remove it, which he did but he simply moved the sign to a more prominent location on Shore Road in the Municipality.

It was agreed that a follow-up letter to the Municipality, with a copy to MLA Gordon Wilson, is needed. We will also consider sending a letter to Airb&b as we believe this owner advertises there. Tina Frost will be doing research on commercial vs. residential taxes to get a comparison of lost tax money for both the town and municipality.

## 8. Marketing Committee

- a. **CAT and Fundy Rose Ferry VIC:** The VIC rep, Ginger Murphy, is on board the Fundy Rose six days per week; Jeff Goudet observed her one day and said she is doing an excellent job. We need to check with Ginger to see if she needs more guides. The CAT is having difficulties this year.
- b. **TNS Digital Marketing:** The marketing of our content did drive up the visits to our web site and profiles but it is very scattered and we're not sure how much is being done. He does some work then we don't hear from him for weeks. When he receives an email he responds but generally there is little to no feedback. Greg will be contacting Sarah Hennebury. On a positive note, our website profile is up.
- c. **Bay of Fundy Tourism Partnership (BoFTP):** The opportunity to attend an August 17 strategy meeting in St. Andrews was missed; however, we were told it is expected that there will be more meetings closer to our area.
- d. **RED Dragon: "Experience NS"** – This was a sponsorship offer from a couple who are bloggers and take videos. They would sponsor Digby Area for \$10,000 to \$25,000 to make a video. This was considered a "no." Greg mentioned that TourismNS said the answer for all/most of these requests should be a no. Officially bloggers would consult with Tourism NS first and we would then be notified by TourismNS, not contacted directly.
- e. **FAM Tour:** This is a familiarization bus tour DATA would present in conjunction with our Host Program. Greg has offered to be the guide but there is a lot of work to do and questions to get answered. **A marketing meeting was scheduled for Wednesday, October 4 at 2pm. We will include the 2018 Guide in this marketing meeting.**
- f. **Digby Wi-Fi** – It was agreed that DATA should place an ad. The cost would be approximately \$2,400 for the year. We think this cost should be shared with members.

We need to have a serious discussion of membership fees; perhaps raise the cost of membership to include Saltscapes, Wi-Fi, etc. so each member receives one fee rather than DATA asking for \$50 every time we promote the area. Tabled to the September meeting.

- g. **The Weymouth Bridge** – At \$60 for half page, it was agreed we should advertise annually during the membership drive.
- h. **Eco Traveller World of Taste Tourism & Gastronomy Exhibit – Toronto.** Opportunity to fly someone to Toronto for a food exhibit. Very expensive. The vote was No.

## 9. New Business:

- a. **Experience Digby Area Guide and Web Site** – Hiking and Bicycle Trails: We do need to reflect the diversity of the area and bike and hiking trails are very important. To be coordinated with Jonathan Riley, who will eventually have a comprehensive trail map. The Municipality should publicize, not DATA; however, DATA will link to the map on its guide and website.
- b. **Tar Sands in the Bay of Fundy – Energy East Information Tour:** An ecology group looking for support in Nova Scotia. It only takes one tanker oil spill to destroy the Bay of Fundy. Visit [www.SaveFundy.ca](http://www.SaveFundy.ca) to read more. This will be emailed to members.
- c. **Final Report from employee** Taylor Robinson, Summer Outreach Coordinator gave an update on all she has been doing this summer. Friday, August 25 is her last day with DATA. Taylor has worked hard on the asset map and at the next meeting we will discuss the possibility of hiring Taylor on a contract basis throughout the winter to see if she can finish this project.

## 10. Next Meeting: Wednesday, September 13, 2017, 2pm @ Municipality Council Chambers