

**DATA BOARD OF DIRECTORS**  
**December 13, 2017, 2pm @ Municipality**

**MINUTES**

**Present:** Greg Turner, Mary Tibbetts, Kevin Ellis, Tina Frost, George Manzer

**Regrets:** Peter Turnbull, Tom Goodwin, Linda Graham, Hal Theriault, Penny Graham, Carol Barnes, Saskia Geerts

1. **Welcome:** Greg Turner opened the meeting at 2pm. It was noted that not enough board members were present to create a quorum and no motions can be passed; any motion will be presented as a recommendation until approved by a quorum.

The meeting began with a presentation from Dan Harvey who spoke to us about China tourism and read a report with updates from the meeting held yesterday, December 12.

2. **Treasurer's Report**

Motion needed to approve detailed statements by Jeremy Sanford; once before AGM and once at the end of the summer. This was amended to include the need for a report in January. An email will be drafted to the Board to get a vote to approve detailed statements.

Greg reviewed our financial status and went over the just received RBC statement Oct. 31 to Nov. 30, 2017.

3. **Agenda: Approval/Additions/Deletions:** Employee funding added under Funding and website development was added under new business.
4. **Approval of previous minutes** (November 8, 2017) No vote.
5. **Business Arising from Previous Minutes:** Tina Frost gave an update on her project to promote off season tourism. Hopefully to be completed for presentation at our January meeting.
6. **Grants/Funding:**

- a. **ACOA:** Greg and Mary met with Brianne Lombard. The AMR (Accelerated Market Readiness) is a new program which arranges for an expert consultant to give direction to individual businesses. Each business would get their own individualized visit from an expert and the expert's report. DATA would also get a report. This grant would cost \$350 per business with a minimum of five businesses, maximum of ten. For this \$350 each business would be receiving services with a value of approx. \$2,300. An email will be drafted to send out to all businesses to determine interest. Non-members would have to become members in order to take advantage of this program.

**Visitors Guide:** grant needed to help pay Jim Todd. The CBDC grant to pay Jim Todd is not available. Search is ongoing to find funds.

**Fam Tour:** discuss in marketing after available funding research: tabled.

- b. **Saltscapes:** Letter to Municipality and Town for financial support
- c. **Employee:** George Manzer reported the Municipality and Town, at their shared services meeting, discussed providing funding for an employee. No decision has been made yet but it is on their radar and is being discussed. Greg reiterated how important it is that we get an employee.

## 7. Old Business

- a. **Hire Taylor Robinson to complete the Asset Map:** tabled.
- b. **Increase in membership dues and Membership Drive (January meeting)**

## 8. Marketing Committee: **A meeting will be scheduled in early January.**

- a. **TIANS 2017 Tourism Summit:** Greg updated us on how successful he believed this conference to be; he made contact with several people and organizations and made sure our area is known.
- b. **Digby 2018 Visitors Guide** update on how important it is that we get advertisers. Everyone should be helping with this; a strong sales team is needed for the first two weeks of January.
- c. **Digital Marketing** Dashboard: report was given at the last meeting.
- d. **China** – tourism opportunities: Greg gave a brief update. Suggested experiences are kayaking, clam digging, wine/vineyards, whale watching. These experiences may or may not be final. Possible walking tours and brewery. This is ongoing.
- e. **Boston Trade Show:** The Municipality granted funds for this show; funding request will be presented to the town and hopefully will be approved.

We should prepare an insert to go into each guide highlighting events and on-line information

Bay Ferries will be a strong presence at this show; Rick Wilson is making travel arrangements. Wharf Rat Rally will have someone attending.

- g. **Saltscapes Food & Travel Magazine:** Waiting to hear back from Susan Giffin.
- h. **Use of Inspiring Content:** non-issue.
- i. **Off-season marketing:** see #5 above.
- j. **Destination Canada and CrowdRiff UGC:** An email was sent to all members regarding a webinar which will be held tomorrow, Dec. 14. Subject is UGC (user generated content).

## 9. New Business:

- a. **Halifax Convention Grand Opening** Dec. 15: Weather permitting, Mary will attend and submit expenses. They are using a new logo “Love Nova Scotia Like a Local.” Greg suggested everyone watch for conventions that will be held at the new convention center and perhaps be able to advertise or submit packages at these.
- b. **Website:** Mary will talk to website developer re ideas for updates to our site. Will get estimate on costs for his assistance and then present to the Board for approval.

## 10. Next Meeting: January 10, 2018, 2pm @ Municipality Council Chambers

**Adjournment** at 3:25pm