

Digby Area Tourism Association (DATA)

Board of Directors

MINUTES – FEBRUARY 8, 2017

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Linda Graham, Tina Frost, George Manzer, Penny Graham, Tom Goodwin

Guest Speakers: Warden Jimmy MacAlpine and Councillor David Tudor

1. **Welcome:** Greg Turner opened the meeting at 2pm and introduced the guest speakers.
2. **Treasurer's Report:** No report.
3. **Agenda: Approval/Additions/Deletions:** Greg Turner asked if there were any changes to the agenda. 4b. Digby Print & Promo outside sign moved to #10 below.

Mary Tibbetts made a motion to accept the agenda as amended.

Tina Frost seconded. All aye. Motion carried.

4. New Business

- a. **Warden MacAlpine** addressed the Board to discuss tourism ideas which had been addressed at the Municipality level.

- i. **Tidal Industry:** if the Tidal Industry does come to our area we would need a terminal and the idea is to build a multi-use building. This is not something that will happen overnight but we want to make Digby a port for the cruise ship industry. The warden gave stats of how many ships visit Halifax, Saint John and Sydney as examples. Dan Harvey has been consulted and a planning committee put in place. We will need an asset map with statistics on all of our attractions and hotels/motels/campgrounds in order to help sell our region. This could bring 5,000 or 6,000 to our region during cruise ship season. We need to find out what the cruise ship industry needs for larger ships to enter our port.

DATA will put out a request for all businesses in the area to give us their statistics so this asset map can be compiled.

DATA will send a letter of support for the multi-use building/port terminal.

- ii. **Halifax Kiosk.** The Halifax Waterfront Kiosk has been discussed at past board meetings. Halifax tourism is requesting a five (5) year commitment from each municipality in Nova Scotia. Each kiosk would cost \$50,000 per year and would include booth rental, etc. The five (5) year contract seems too much to commit to at this time; two to three years would be a good market test.

Warden MacAlpine has offered to be the contact with the Halifax VIC. What promotional materials could we get up there? Perhaps a small display outside the building. Banners? People? There is not a big window for grants. Do we want to pursue this?

- b. **Fundy WhaleFest:** David Tudor spoke on a potential new festival for our area in September 2018. An exciting festival focusing on our whales and the Bay of Fundy. David passed around information on all that has been completed thus far and what will be needed in the future.

DATA will share the asset map when it becomes available.

DATA will send a letter of support for the Fundy WhaleFest.

Linda Graham has offered to be a DATA representative for this Committee.

5. Approval of previous minutes (January 11, 2017) No changes.

*Mary Tibbetts made a motion to accept the previous minutes as submitted.
Linda Graham seconded. All aye. Motion carried.*

6. Business Arising from Previous Minutes: The definition of b-roll was requested. Greg explained b-roll and the high quality resolution of photos and video. The Municipality has the video on their hard drive at this time and it can be reviewed at any time by agreement with Norm Levesque, IT.

Bay Ferries doesn't normally do an ad but this year they have been more than generous with their support.

Boston Trade Show, DATA declined but there has been no follow-up with regard to any other trade shows.

7. Grants/Funding

a. Federal Canada 150 "Connecting Through Time and Tide." Never applied for this; too busy; all municipalities have been refused so not much hope anyway.

b. Provincial Forward 150: denied January 23, 2017; doesn't mean we can't use the Connecting Through Time and Tide theme in the future.

c. Employee Grants – summer student grant has been submitted. Also, Greg has spoken with Linda Fraser. It is unlikely; however, she suggested a formal request in writing.

d. Town and Municipality annual operating – filed 1/20/17 along with requests for representatives.

8. Old Business

a. Tall Ship Visit: Greg Turner gave an update. At the next meeting we will discuss the best way for DATA to support this tall ship visit.

b. Digby Neck & Islands Brochure and souvenirs: Tina gave update.

c. Travel Luggage Tags: discussion was held on whether stores pay upfront or after sale. Tina said she would take some to sell and set precedent and payment will be in advance. We will offer members (ex: Marshalls) the opportunity to purchase at \$5 each and sell at their price.

Linda Graham made a motion to make the travel luggage tags available for purchase in the amount of \$5 each.

George Manzer seconded. All aye. Motion carried.

9. Marketing Committee

a. Explore Digby County Guide: Greg gave an update. With a lot of work this guide is moving along nicely. IC photos are being strategically placed and we want to thank Penny for permission to use the inside photo. A grant from CBDC has been approved to help pay Jim Todd.

b. Saltscapes: Greg gave an update. This, too, is moving along nicely. We could use a couple more volunteers to assist at the booth. The Municipality has again offered to support Rob Hersey with expenses; i.e., hotel. We do not need another meeting at this time; everyone will be notified when a meeting date has been set.

c. Host Program: The decals are here and we will make a plan for distribution at our next meeting. A short letter needs to be written to be distributed with the decals.

d. Inspiring Content: Using the Inspiring Content in our marketing schemes.
Digital Marketing w/TourismNS:

- i. http://tourismns.ca/digital-marketing-program?utm_source=Tourism+Operators%2C+F%26E+and+Pkg%2FExperience+Operators+-+Jan+2017&utm_campaign=a0e4001da2-2017+Partner+Program+launch-Jan+17+2017&utm_medium=email&utm_term=0_85af88d8e5-a0e4001da2-187252357

This is a Digital Marketing Program with TourismNS. Search Engine Marketing (SEM) for which we are eligible with our Inspiring Content. TourismNS will coach us and give us guidelines. Sarah Hennebury, Marketing Advisor has been very supportive. The minimum partner investment is \$5,000 and TourismNS will match the partner's investment. Deadline is Friday, February 17, 2017.

Tina Frost made a motion to apply for Digital Marketing partnership with TourismNS at a cost of \$5,000 plus fees, up to a total of \$6,500.

Linda Graham seconded. All aye. Motion carried.

- ii. <http://www.tourismns.ca/intouch/2017/01/digital-advertising-visitor-information-centres>

This is Digital Advertising in Nova Scotia Visitor Information Centres. First, 15 second loops or 30 second loops; second, would we want them at one location or six; and, on a monthly basis or for the season. With the Inspiring Content and Canada 150, the board feels this is the year we should go all out.

George Manzer made a motion for DATA to take advantage of this digital marketing opportunity for six locations for the entire season at a cost of \$1,765; which is approximately \$2,000, tax included.

Peter Turnbull seconded. All aye. Motion carried.

Our Inspiring Content will also be available at the Regional VIC in downtown Digby. Peter Turnbull will speak with Tom Ossinger regarding improvement to video equipment at this VIC.

10. Digby Print & Promo: It was agreed this outside sign is not something DATA wants to do at this time. We will however check with Rick Foote and if he still needs advertisers we will send out an email to our members to let them know this opportunity is available.

11. Next Meeting: March 8, 2017 @ Municipality Council Chambers

12. Adjournment: 4pm