

Digby Area Tourism Association (DATA)

Board of Directors

MINUTES – JANUARY 11, 2017

Present: Greg Turner, Mary Tibbetts, Saskia Geerts, Carol Barnes, Linda Graham, Tina Frost, George Manzer

- 1. Welcome.** At 2pm Greg Turner opened the meeting and welcomed all present. Chair Greg Turner opened the meeting with an update from Bay Ferries regarding the new guide. Greg has spoken with Monica McNeil who, along with Jeff Gaudet, believes a picture of just the ferry on the cover page would focus just on the ferry and not on the area. Bay Ferries made the suggestion that the cover picture focus 2/3 Digby and 1/3 ferry. This was a welcomed, generous offer on behalf of Bay Ferries and it will make printing easier and less expensive than two separate cover pages. The guide will be on the ferry as well as at Saltscapes.
- 2. Treasurer's Report.** Carol Barnes read and reviewed her report. She has the report from Jeremy Sanford. Greg Turner mentioned that the Municipality gave DATA \$1,000 for High Cliff Cove Trail development, insurance coverage; we may have to give that money back; Greg will talk with Jeff Sunderland about this.

*Carol Barnes made a motion to accept the Treasurer's Report as submitted.
Linda Graham seconded. All aye. Motion carried.*

- 3. Approval/Additions/Deletions to Agenda:** Greg Turner suggested re-arranging the order of topics (thus the numbering here will be different from the original agenda for today's meeting). Added to the agenda under new business: Canada Job Grant; Funding proposal for employee; Town/Municipal grants; and, a question for Inspiring Content.

*Greg Turner made a motion to accept the agenda as amended.
Saskia Geerts seconded. All aye. Motion carried.*

4. New Business:

- a. Bob Benson Resignation / Bear River Rep.** This is unfortunate and the Board expressed their regrets and a letter will be sent to Bob thanking him for his many contributions and wishing him well.
- b. Town/Municipal grants:** Secretary Mary Tibbetts has prepared annual grants to the town and municipality and asked the Board if the same amounts as last year should be requested. It was agreed the amounts would not change and the grant requests will be submitted.
- c. Canada Job Grant:** We need to research grants to see if we can get a summer student to assist with the many projects DATA has undertaken. It is believed we do have enough work to warrant an employee – do we need full time or part time? Do we need a person with an MBA? Who would oversee the employee, would we want an office in town hall or at the municipality, if they have space available.
- d. Employee/Municipality Assistance:** George Manzer suggested Chair Greg Turner speak with Linda Fraser about possible assistance for the hiring of a paid employee.
- e. Inspiring Content:** Linda Graham had a question regarding the use of IC by non-partners. If someone does not buy-in but can share the information from the DATA social media, what is the difference? There are two differences, with the primary difference being partners receive a direct link to the original content so if someone copies off of their social media, that partner's business ad will be shared whereas if a non-partner shares it from DATA, then DATA will be shared rather than the non-partner's ad and that is direct advertising. Also, partners have use of IC on brochures, booking.com, etc. all with the partner's ad.

- 5. Approval of previous minutes** (November 16, 2016). Page 1, #3 Treasurer's Report. Change "finds" to "funds" as this was a typo.

*Mary Tibbetts made a motion to accept the previous minutes as amended.
Tina Frost seconded. All aye. Motion carried.*

6. Business arising from previous minutes:

High Cliff Cove Trail. There was some confusion as to whether or not the signs at the High Cliff Cove Trail were taken down. One sign left up and Greg will take this down.

Federal-Canada 150. The program is still closed.

NS-Forward 150. Funding announcement should be announced in approximately two weeks.

Bay of Fundy Gateway: Linda Graham has taken a strong lead in this the impression was that no decisions had been made yet but Gordon Wilson found out that is not true and he is pushing for a meeting to get accurate information and status update. TourismNS is involved as a consultant but at this time we are not sure what the actual involvement is.

Social Media: Greg Turner mentioned when on social media we should link or hashtag to You tube, Explore Canada, New York Times, Lonely Planet, and wherever possible.

7. Old Business:

Tall Ships. Saskia gave an update. There is a lot going on. The schedule will be determined by the tides.

Digby Neck & Islands Brochure. Tina gave an update. T-shirts and hats have been ordered. The t-shirt and hat monies will be kept in the same account as the brochure.

8. Marketing Committee:

a. Explore Digby County Guide: Tina gave quotes from printers. A meeting will be scheduled with Jim Todd for next week to go over layout, size, etc. The grant, which pays 75% with DATA paying 25%, was approved and the funds will go to Jim Todd.

Treasurer Carol Barnes will be checking with Jeremy Sanford to see if DATA, as a non-profit, charges HST for the ads. Mary Tibbetts will be sending out invoices.

b. Saltscapes: Greg Turner gave an update of January 10 meeting; letter to town & municipality for support sent 12/1/16. "Connecting Through Time and Tide" will be the theme.

c. Host Program: The decals are ready to be picked up and will be distributed at the next meeting. The decision was made to not hold a community meeting; decals will be distributed to all businesses with in-person visits.

d. 2017 Canada 150: "Connecting Through Time and Tide." Still waiting for approval of grant.

e. Inspiring Content: We need to define the best way to incorporate the Inspiring Content in our marketing schemes. There is a need to know what funds are available for marketing the Inspiring Content. Tourism NS will be offering a "Search Engine Marketing" program and we need to watch for available dates to apply. We need a comprehensive marketing plan.

B-roll has been requested and we need to define how this will be used and distributed. Any partner requesting b-roll will be asked to make a formal request to DATA with details on why and how they plan to use it. Greg Turner will talk to Norm Levesque, Municipality Information Tech Coordinator. It will be important for us to have a contract with anyone who uses b-roll. No third parties should be given access.

9. Next Meeting: February 8, 2017 at 2pm @ Municipality

10. Adjournment: 3:55pm