

DATA BOARD OF DIRECTORS
May 31, 2017, 2pm @ Municipality Council Chambers

MINUTES – SPECIAL MEETING

Present: Greg Turner, Mary Tibbetts, Taylor Robinson, Linda Graham, George Manzer, Kevin Ellis, Penny Graham, Saskia Geerts

1. Welcome: Greg Turner thanked everyone for coming and introduced Taylor Robinson who has been hired as DATA's summer student.

2. Business:

- a. **Bay of Fundy Tourism Partnership:** Linda reported that she and Tina Frost were the only two who showed up at the meeting. MP Bill Casey is the one who started this group and there are currently 7 or 8 MPs involved. The geographic boundaries are from St. Stephens to Westport. We don't need a "start/end" to the Bay of Fundy; visitors just need to know Bay of Fundy, that is what they will search for. ACOA is interested. "Fundy Caucus" is what it is known as in Parliament.

This group also controls the Bay of Fundy Recommended Experiences. Their budget has been reduced to just membership. There are benefits for buying into their partnership.

Linda Graham made a motion for DATA to become members of the Bay of Fundy Tourism Partnership. Seconded by Kevin Ellis. All Aye. Motion passed.

Penny Graham has no problem sharing the title "Gateway" with the Digby Area Tourism Association in our marketing. Greg Turner, on behalf of DATA, thanked Penny.

- b. **Bay Ferries VIC Position:** Very little notice of the cancellation of funding was given which is a problem. Greg Turner has emailed the MLA, the Province, etc. to discuss this. Bay Ferries is hoping for DATA to partner with them on getting a VIC position. This would cost between \$5,000 and \$10,000. Everyone agreed this is an important marketing venture and DATA doesn't mind helping but can not afford to carry the entire burden. Visitors from the ferry may be visiting other parts of the province and we feel that the Municipality and/or the Province should help out as part of the closing of the Provincial VIC and also the Digby Town VIC has become a regional VIC but no extra funding was supplied for that. Greg Turner will set up a meeting with MLA Gordon Wilson to discuss finding alternative or helpful funding.
- c. **TNS Digital Marketing:** We have received the contract and Greg reviewed it with those present. Modifications have begun on DATA's web site. The contract will be signed and filed.
- d. **Summer Student (Taylor Robinson):** Taylor will officially begin work for DATA on June 19, 2017. She will be assisting DATA with all aspects of social media, marketing and administrative work. We are very happy to have her with us and look forward to a busy and productive summer.
- e. **Jordantown-Acaciaville-Conway (JAC) Betterment Association.** Greg Turner has also spoken with Kerry Johnson. It was agreed DATA should send a letter of congratulations to them and hope that they will join with DATA.

3. Next Meeting: Wed., June 14, 2017, 2pm @ Municipality Council Chambers