

DATA BOARD OF DIRECTORS
April 11, 2018 @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Tom Goodwin, Kevin Ellis, Linda Graham, George Manzer

Regrets: Tina Frost

- 1. Welcome:** Greg Turner opened the meeting at 2pm and welcomed all present.
- 2. Treasurer's Report:** Greg Turner reviewed a budget given to him by Treasurer Barnes.

*Linda Graham made a motion to approve the Treasurer's report as submitted.
George Manzer seconded. All aye. Motion approved.*

- 3. Agenda: Approval/Additions/Deletions:** Greg Turner asked all to review the agenda.

*Kevin Ellis made a motion to approve the Agenda as submitted.
Linda Graham seconded. All aye. Motion approved.*

- 4. Approval of previous minutes (March 21, 2018):** Greg Turner asked all to review the minutes of the previous meeting

*Mary Tibbetts made a motion to approve the Minutes of the Previous Meeting as submitted.
George Manzer seconded. All aye. Motion approved.*

- 5. Business Arising from Previous Minutes:** Greg Turner asked all if there is any business arising from the previous minutes.

Mary Tibbetts reported that the credit card has been received; the e-transfer for member payments has been used and is working; the two additional check signers will be added as soon as Treasurer Barnes can get to the bank to arrange the paperwork.

The Richard Ellis Golf Tournament has been given to the Treasurer for payment. Volunteers will be needed for the day of and Mary will send out an email request for volunteers.

Duetta Comeau and the VIC will be setting up a table at the Spring Into Summer event and DATA's summer student will attend to promote DATA; sharing the VIC table.

The rack card has now been translated into Spanish and Chinese. Tina Frost has indicated she will get the card translated into German and French.

- 6. Grants/Funding:**

- a. ACOA:** Brianne Lombard – AMR: Accelerated Market Readiness: Greg gave an update on the meeting held on April 10. This was a proactive informative meeting with a good turnout. One more operator has joined and there are now six (6) operators in this program. The first part of the program will be a community assessment and DATA will become a template as this program has not been used in several years. We took a cursory look at our application and we are confident of approval. A letter was received from ACOA and a project number has been assigned. Operator payment will probably be due and all paperwork finalized at the time we put out the RFP to consultants. There is a good chance DATA's contribution will be a little more than \$3,000.

Nick Fry reported that the Digby Area profile has increased significantly. The Visitor Guide, Inspiring Content and Digital Marketing are a large factor in this profile increase. This was very welcomed news and quite a compliment to DATA's hard work.

- b. Annual Town and Municipality Funding:** Each are working on their budgets and we should receive word soon.
- c. Canada Summer Student Application** (deadline Feb. 2): Greg has followed up on this and we are hopeful that we will hear soon.

7. Old Business:

- a. Town and Municipality Web Sites:** Ongoing and we will be talking with both to update DATA's visibility on their sites.
- b. Annual General Meeting – Wed., May 2 – 6pm Meet & Greet; 6:30 AGM**
Final Deadline to submit reports, comments, suggestions is April 20.
Please arrive early/on time. Mary brought posters for everyone to take a few to post around wherever possible.

We went around the table to ask who will be re-offering:

Greg Turner, Peter Turnbull, Tom Goodwin, George Manzer, Kevin Ellis and Linda Graham all replied in the affirmative; they will re-offer for 2018-2019.

- c. Business Awareness:** Tabled until we receive the AMR consultant report. At that time we will schedule a meeting to go through both the new report and Roger Brook's report to see if we can find a way to revitalize the area businesses.

8. Marketing Committee:

- a. Digital Marketing:** The digital marketing will require a series of written posts along with a photo or video. Greg Turner has suggested paying Amy Tudor to do this as she is quite active on Facebook. Greg will call Amy to see if she is interested and if she would require any remuneration.

Linda Graham moved to allow Greg Turner to approach Amy Tudor regarding written posts and will offer a reasonable remuneration of approximately \$50 with a maximum fee of up to \$100. Kevin Ellis seconded. All aye. Motion approved.

- b. Digby Guide:** Set date for distribution packing: **Wed., April 18 at 1pm.** Everyone to meet at the Heritage Centre. Mary will send out an email to request volunteer assistance.

9. New Business:

- a. TourismNS Vacation Packages:** Linda Graham suggested our area needs to be more proactive on NovaScotia.com and perhaps a good start would be packages. Packages are not something that DATA does but we would certainly lend support. Mary will email the package information around to members.
- b. Courteous Email Response:** A courtesy response to all emails is requested from Board members. On occasion Greg and Mary send around emails with DATA information; usually only one or two Board members respond; i.e., today's webinar. Two people responded but we can not make plans because those who did not respond may still show up.

10. Next Meeting: Annual General Meeting; May 2, 2018, 6pm @ Municipality

Adjournment called at 3pm.