

DATA BOARD OF DIRECTORS
January 10, 2018, 2pm @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Tom Goodwin, Kevin Ellis, Linda Graham, Tina Frost, Carol Barnes

Regrets: Hal Theriault, Penny Graham, Saskia Geerts, George Manzer

1. **Welcome:** Greg Turner opened the meeting at 2pm. He began the meeting with the announcement of Don Alford's passing away from cancer. Don was a valuable member of our community and DATA. Mary will send a sympathy card to his wife Denise on behalf of DATA.
2. **Treasurer's Report:** Motion needed to approve detailed statements by Jeremy Sanford; once before AGM and once at the end of the summer. Do we need one, two or three detailed statements? After discussion it was agreed we would need two reports. Mary will write to Jeremy Sanford with our request.

Tina Frost made a motion to approve the funds for two detailed statements by Jeremy Sanford; one prior to the Annual General Meeting and one at the end of the summer season. Mary will contact Jeremy Sanford.

Linda Graham seconded. All aye. Motion approved.

Greg Turner then reviewed the Treasurer's report and budget submitted by Treasurer Carol Barnes.

Carol Barnes made a motion to approve the 2018/2019 budget and the Treasurer's report.

Kevin Ellis seconded. All aye. Motion approved.

3. **Agenda: Approval/Additions/Deletions:** There were three additions to the agenda. 1) Tri-County Regional School Board requested promotional items to take to job fairs; 2) A letter was received from Paul Smith on behalf of Truro and the term "Fundy Gateway;" and, 3) an insert to be placed in the Digby Visitor Guide. These items are listed below.

Tom Goodwin made a motion to approve the agenda with additions.

Tina Frost seconded. All aye. Motion approved.

4. **Approval of previous minutes** (December 13, 2017): Greg Turner asked if there were any items for discussion from the previous minutes; there were none.

Mary Tibbetts made a motion to approve the minutes of December 13, 2017.

Kevin Ellis seconded. All aye. Motion approved.

5. **Business Arising from Previous Minutes.** No business arising from previous minutes.

6. **Grants/Funding:** Greg Turner advised the Board that so far no grants have been available to us to cover the costs of Jim Todd's work on the Area Guide. The grant last year from CBDC was a one time only grant so we must continue looking. Right now his payment will come out of the revenues from ads.

- a. **ACOA:** Greg Turner explained the meeting held with Brianne Lombard and the details of the AMR (Accelerated Market Readiness) program available to DATA and its members. An expert will visit a business and give a report on how that business is functioning and what improvements can be made. DATA will also receive a report to show how it is functioning and get recommendations on making improvements. There will be no cost to DATA. This is a fairly new program and you must be a member of DATA to participate. An email will go out to find how many would be interested in getting an assessment. The cost would be \$350 per business for a minimum of 5 and a maximum of 10 businesses. We will also advertise this on our Facebook page.
- b. **Annual Town and Municipality Funding**
- c. **Canada Summer Student Application** (deadline Feb. 2) Greg Turner and Carol Barnes are working on this application.

7. Old Business

- a. **Increase in membership dues and Membership Drive** (January meeting): After discussion it was agreed that a change in the membership dues would be difficult as each marketing event has a different price; this will remain on the table. An increase from \$50 to \$75 will be discussed with members at the Annual General Meeting.

Tom Goodwin made a motion to make a recommendation to members at the AGM that we have an increase in membership dues from \$50 to \$75.

Kevin Ellis seconded. All aye. Motion approved.

8. Marketing Committee: A meeting will be scheduled in the near future.

- a. **Digby 2018 Visitors Guide:** It was decided that with the increase of 15,000 copies rather than 10,000 copies we will not at this time offer bulk rate for printing. We'll see how that works this year. Mary has put together a rack card for insertion into the guides.
- b. **Tourist Accommodations Needs Assessment: Final Report, 2017:** This was emailed to Board members. 127 pages is too much to print out. No comments regarding the report.
- c. **Synergy screens VIC Digital Marketing:** Over the course of the past year Greg Turner had visited each VIC and saw our IC displayed. We agreed to check with the Halifax Convention Centre to see if there is an opportunity to display our IC content there as well.

Linda Graham made a motion to continue the display of our content at Nova Scotia VICs with Synergy. Carol Barnes seconded. All aye. Motion approved.

- d. **China – tourism opportunities:** Greg Turner gave an update. The Chinese will most likely visit the areas who have friendship agreements with them.
- e. **Boston Travel Show:** Greg Turner gave an update; he has a conference call tomorrow morning (Jan. 11) and will have more to report. It will probably be either Greg Turner, Ben Cleveland or Tom Goodwin who will attend. Tom has requested \$200 reimbursement for expenses. If Greg goes he will want to fly down; Rick from Bay Ferries offered to drive but the Fundy Rose will be in drydock meaning a drive around which would equal four days travel (round trip) to do a three day show. Flying is approximately \$200 each way at this time of year.

Peter Turnbull made a motion to approve \$200 expenses for Tom Goodwin if he attends as the area representative and also expenses for Greg Turner, including air fare to fly down, if he attends as the area representative.

Kevin Ellis seconded. All aye. Motion approved.

- f. **Saltscares Food & Travel Magazine:** We have not heard back from Susan Giffin, who is doing all the legwork associated with our request for a Digby Area page.
- g. **Off-season marketing:** Tina reported on her progress in an effort to promote the area during May and June. Mary will email the document to the board members for their thoughts and ideas prior to publishing. She would also like this to go to TMC to see if they will publish it.

Tina Frost made a motion to approve her off-season list as a marketing strategy for the upcoming season, with revisions.

Linda Graham seconded. All aye. Motion approved.

- h. **Destination Canada and CrowdRiff UGC:** This is a program from a company called CrowdRiff which if you become a member they will organize and feed the UGC directly to Destination Canada for publishing. We need to find out the cost of joining prior to making a decision. Tabled for now.
- i. **Halifax Convention Centre:** The new convention centre has already booked many conventions and thousands of people will be attending. We need to get some advertising up there. Mary will contact them to see if our IC content can be displayed at the Centre. Any member can go on the conference centre site to check the types of conference is being held and do ads there for their business.
- j. **Bay of Fundy Tourism Partnership: BoFTP:** Nothing heard about this but Colin Fraser is on the committee and we believe he is working on having a meeting set up closer to our area so we can attend and get updated.
- k. **FAM Tour:** Tabled.
- l. **HOST Program:** Ongoing.

9. New Business:

- 1. **Tri-County Regional School Board:** A request for promotional items to take to job fairs was put to us; it was decided we will give them some rack cards after they are made; see below 9(3).
- 2. **“Fundy Gateway;** Greg read a letter which was received from Paul Smith on behalf of Colchester County and the Town of Truro regarding DATA’s concerns on the use of “Gateway.” Mary will email this letter to the Board and send a thank you letter to Mr. Smith.
- 3. **Promotional Item:** Mary drafted a rack card to be placed in the Digby Visitor Guide and for distribution after all guide books are gone at the Boston Travel Show. It was agreed that if we made the festivals generic rather than using annual dates we could order a large quantity to use at all events. With some revisions to the artwork, Mary will take the request to Rick Foote at Print & Promo to get pricing and get the Board members’ approval via email so they will be printed in time for the Boston show.
 - a. **Town and Municipality Web Sites:** Greg has been in contact with both the town and the municipality to see that their sites are improved to direct toward ours and ours to them. We all need to do a better job to promote DATA.
 - b. **Web site development:** Mary has been working on updating the DATA site. As of now there is a new “contact us” on the left menu for visitors to click submit and the email will go directly to us. This has been used quite a few times already; this saves on their time and work. Mary also explained the upgrades she is making; combining videos and photos and tides and landscape and she will also be including a rotating box for all members ads to be displayed and off-season ads.

- c. **Credit Card:** It was brought forward that a credit card would be a more credible way to collect receipts for travel, office expenses, etc. Currently members needing to travel to events and/or meetings are using their personal credit cards. This could also be used for large purchase orders such as the Digby Guide. The cost of getting a certified check and mailing it certified would cover the cost of any annual fee the bank would charge.

Tina Frost made a motion to approve DATA getting a credit card, with a limit of \$10,000.

Peter Turnbull seconded. Tom Goodwin abstains. All others aye. Motion approved.

This year there have been several requests for the option of e-payment transfers for partners to pay for their ads in the Digby Guide. It was agreed Treasurer Carol Barnes will set this up We will also look into PayPal however the e-transfer should over-ride the need for PayPal.

DATA AGM will be held in May. At this point in our meeting Chairperson Greg Turner advised that an employee is essential to the long-term effectiveness of the Digby Area Tourism Association. We must move forward and to move forward we need to have a paid employee. If there is no positive move to go forward, he will not re-offer as Chairperson. We will be at the point of volunteer burnout. There was much discussion after this announcement and it was agreed that we need to do a group presentation to both the town and the municipality. Mary was asked to send an invitation to both the town and the municipality inviting them to meet with the DATA Board of Directors to discuss financial support for a paid employee.

10. Next Meeting: February 14, 2018, 2pm @ Municipality Council Chambers