

DIGBY AREA TOURISM ASSOCIATION

ANNUAL GENERAL MEETING
MAY 2, 2018

ANNUAL STANDING COMMITTEES REPORT May 2017 through April 2018

The 2017-18 fiscal year was a very busy one for DATA. One of DATA's main objectives is the promotion of the Digby Area as a tourism destination. We have been working toward this goal with the following initiatives.

1. Executive Committee: No meetings were called; all issues covered in Board meetings. The Executive Committee rarely meets unless there is an issue that needs attention. Consists of Chair, Vice Chair, Past Chair, Treasurer and Secretary.

Members of the Board of Directors represent their geographic area to act as a liaison with businesses and bring ideas and concerns from their area to the table.

2. Marketing Committee:

- Constant communication with Town & Municipality; they are very supportive partners.
- A strong partnership with Bay Ferries.
DATA attended the Boston Globe Travel Show.
VIC ferry employee / Digby Area experiences showcased on the ferries.
- TourismNS: VIC Digital Marketing; Synergy Screens - IC in provincial VICs.
- TourismNS:
Digital Marketing partnership (Canada and New England)
SEM – Search Engine Marketing.
- TIANS 2017 Tourism Summit: attended by Chairperson Greg Turner.
- China – tourism opportunities; DATA is a member of this committee.
- Members requested to post and link DATA logo on their social media.
If you don't yet have our logo, just ask and it will be emailed to you.
- DATA attended the 2nd Annual Digby Area Multicultural Festival.
- Spring Into Summer: DATA shared a table with the VIC and will do so again this year.
- Richard Ellis Golf Tournament – DATA has supported this event.
- Display of IC photos and members' ads in window of downtown business and at VIC.
- Halifax Guide: a hyperlink to the digbyarea.ca website is in the online Halifax Guide.
- Asset Map: requested by Municipality: need to collect the data.

- Saltscapes Food & Travel Magazine: gave membership opportunity for co-op page.
- Halifax Convention Grand Opening: attended the grand opening and gave access to IC video for front lobby.
- Cruise Ships: DATA took on an advisory role with MODD and Dan Harvey; how can we attract more small cruise ships.
- Tall Ships: Our student set up a table at the end of the wharf.
- BoFTP: Bay of Fundy Tourism Partnership
The geographic boundaries are from St. Stephens to Westport. Their AGM is next week, May 9. Board members Linda Graham and Tina Frost will attend via telephone conference.
- Marketing opportunities and subjects of interest are emailed to all members.

3. Education Committee:

- ACOA: The AMR (Accelerated Market Readiness) is a new program which arranges for an expert consultant to give direction to individual businesses.
- Host Program: ongoing. Word of mouth is the best education.
Working with interested businesses to educate staff on Digby Area experiences.
- FAM Tour: we need the extent of interest in this from area businesses.
- Social Media: DATA is active with Facebook, YouTube, Trip Advisor, Instagram and Twitter.
- Website: Our website, digbyarea.ca, continues to be our main vehicle to get the message out. This site is a valuable resource for members and visitors and we hope recent improvements and updates meet our partners' and members' expectations.
- Trails (Hiking and Bikes): Partnered with MODD and Jonathan Riley.
- Events: Reminder: digbyarea.ca does have an events calendar; please email us at tourism@digbyarea.ca to get your non-profit events posted.
- Digby Harbour Port Association: letter of support to the Port Authority on behalf of DATA. They were successful in getting a grant to hire a professional consulting service to develop a business plan to meet increased port demand. (presentation after meeting)
- Business awareness: The frustration of tourism operators who do not become members has been discussed at length. The business community benefits from DATA's marketing of the Digby Area. As members, we all can encourage businesses to join DATA. We are hopeful the AMR report will provide some insight about how to tackle this issue.
- We are pleased to have the following people working with the Board of Directors in an advisory capacity:

Marlene Joudry on behalf of First Nations;
Rowann Barton on behalf of JACBA (Jordantown-Acaciaville-Conway Betterment Assoc.); and,
Duetta Comeau and Cheryl Forrest on behalf of the Digby Visitor Information Centre.

4. Product Development Committee:
 - DATA rack cards were produced to have on hand to supplement/complement the guide.
 - Experience Digby Area Visitors Guide (on website, can be downloaded, printed or saved)
Every URL is linked to go directly to each advertiser's site.
Is posted on novascotia.com

5. Membership Committee: Ongoing initiative.
Hopefully, with the hard work of our Marketing Committee, and with your help, we will “inspire” others to become involved. Attendance at meetings is appreciated but not a requirement. It is our goal to make DATA compelling enough for businesses to want to join. The below figures do not reflect the in-kind memberships DATA has with the Municipality, the Town, and Board of Trade.

2014: 24 members / 2015: 27 members / 2016: 30 members / 2017: 40 members / 2018: 48 members

6. Finance/Funding Committee (see Treasurer's report):
 - Request for funding: Summer Student: approved - applications still being accepted
 - Request for funding from Town of Digby
 - Request for funding from the Municipality of the District of Digby
 - AMR – Accelerated Marketing Readiness through ACOA (8 tourism operators have committed to the program). Final approval to move ahead with the project is pending approval by Tourism Atlantic, ACOA's tourism branch.
 - Grants: constantly being searched

2017 Board of Trade Award for Hospitality and Tourism Excellence. DATA is proud to have been the recipient of this award and we are extremely proud of our Chairperson, Greg Turner, who received the well-deserved Area Ambassador Award.

The Board of Directors of the Digby Area Tourism Association extends a huge thank you to all members and partners for their generous support.

Please feel free to email us at tourism@digbyarea.ca with any comments, questions, suggestions or compliments!

The next regular Board meeting will be held on Wed., June 13 at 2pm