

DATA BOARD OF DIRECTORS
February 20, 2019, 2pm @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, Peter Turnbull, Tina Frost, George Manzer, Kevin Ellis, Larry Knox and Duetta Comeau

Regrets: Darren Carey, Carol Barnes, Tom Goodwin, Linda Graham

1. Welcome: Greg Turner opened the meeting at 2:00pm and introduced Larry Knox to the Board of Directors.

a. Artists' link: Larry Knox of the Bear River Board of Directors and Bear River Artists' Trail, presented the idea of adding a block for "Artists & Artisans" under See & Do on the DATA web site. All present agreed this is a very good idea. Mary Tibbetts asked if, in return for a box on our web site, would Bear River artists agree to put a visible DATA link, with logo, on their web sites. Larry Knox agreed to this. Mary will get the photo specifications needed and Larry Knox will provide artwork necessary to produce the Artists & Artisans link under See & Do.

Tina Frost made a motion to add an Artists & Artisans block under See & Do on the DATA web site in exchange for a visible DATA link on Bear River Artists' web sites.

Kevin Ellis seconded. All aye. Motion carried.

b. Boston Globe Travel Show update: Greg Turner summarized the trip to the Boston show and explained the financial expenses. The culinary stage was very popular and Greg believes he and Laura Muise raised the bar for that stage. The Board of Directors thanked Greg for attending the Boston show and all the work involved with that. Kevin Ellis asked if he thought this show is worthwhile and Greg believes that, yes, it is worth it. Mary Tibbetts suggests that two people should attend if we go again. It is a lot of work; and, Greg could not do a Facebook live feed or take pictures. We lose a lot of opportunity by sending only one person.

2. Treasurer's Report: No report.

a. VISA charge card: Mary Tibbetts has ordered a credit card from RBC to cover the costs of medium size purchases; i.e., hotel rooms, flipbook, on-line seminar registration and paid social media. This card will have a \$2,000 limit.

3. Agenda: Approval/Additions/Deletions: No changes.

4. Approval of previous minutes (January 9, 2019): Time was taken for all to review the previous minutes. No changes.

Mary Tibbetts made a motion to approve the minutes of January 9, 2019.

George Manzer seconded. All aye. Motion carried.

5. Business Arising from Previous Minutes: None.

6. Grants/Funding:

a. ACOA: The DATA web site upgrade is included in the current project.

Branding: Canada's Natural Aquarium logo competition (graphic designer letter). An email was received from Graphic Designers of Canada, opposing DATA's RFP for a new logo. Both points of view are understood, discussed with Larry Knox who was with us as a representative of the Artists' Trail and Mary will respond to this email.

Through the Municipality of Digby we have been working with a trademark lawyer and we have a form which needs to be filled out listing everywhere we are using “Canada’s Natural Aquarium” including all goods and services which will include this trademark. The more we have listed the more they will recognize our proposed trademark and will raise our chances of getting the trademark. Greg Turner will complete this form.

b. Summer Student: Carol Barnes filed the application. We are waiting for approval.

7. Old Business:

b. Nominating Committee: Tina Frost will be contacting Digby Neck & Islands for potential board members and Mary will send out an email to the current Board to find out who will re-offer.

8. Marketing Committee: Mary will schedule a marketing meeting.

a. Visitor Guide: The 2019 Visitor Guide Flipbook has been purchased and placed on the DATA web site. Distribution will be discussed at an upcoming marketing meeting.

b. Cruise Ship Committee: A proposal has been received requesting DATA take the lead on this committee and a request for funding. The December 2018 workshop was well attended and positively received. It is agreed DATA is the right organization to take the lead on the Cruise Ship Committee; however, do we want to tackle this and do we have the capacity to take this lead. After discussion it was agreed DATA does not have the volunteers to take this on. An employee would be needed to be the contact between the three counties; i.e., Digby, Annapolis and Clare. Without an employee DATA regrets it will not be able to take the lead. Chairperson Greg Turner will so advise Dan Harvey.

9. New Business:

a. Town Office: A letter of receipt of DATA’s funding request acknowledged.

b. Municipality: We are waiting to hear.

c. Social Media Policy: Social media is a large percentage of our advertising. We need a social media policy. Greg Turner will talk to his contacts to see if he can get a template. This is tabled to the upcoming marketing meeting.

10. In-Kind Reports:

a. Board of Trade: At the last event Jimmy MacAlpine and Jean Brittain gave a report. Three (3) executives went to the conference for electoral boundaries. Tomorrow at noon there will be a meeting with a WREN representative speaking.

b. Municipality: No report.

c. Town: DATA has received a request to move out of the town hall office as another business is requesting space. The Town will arrange other desk space in the town hall for DATA.

d. VIC: An out-of-date Facebook page needs to be deleted. Currently there is no sign outside the building showing it as the VIC. This is under discussion.

11. Next Meeting: March 13, 2019, 2pm @ Municipality

12. Adjournment: Called at 3:40pm.