



DATA BOARD OF DIRECTORS

June 11, 2019, 2pm @ Town Hall

MINUTES

Present: Greg Turner, Janette Andrew, Shelley Lonergan, Kevin Ellis, Hal Theriault, Linda Graham, Tina Frost, Amy Tudor, Linda Wielinga

Regrets: Darren Carey

1. Welcome: Greg Turner opened the meeting at 2pm.

Greg Turner made a motion to adopt the June 11th agenda.

Linda Graham seconded. All aye. Motion carried.

2. Treasurer's Report: Janette had met with Carol for the handing over of the financial records. She will make an Income Statement report available at next month's meeting.

3. Agenda: Approval/Additions/Deletions:

4. Approval of previous minutes (April 10th, 2019): No changes to the previous minutes.

Linda Wielinga made a motion to approve the minutes of the April 10th, 2019 meeting.

Hal Theriault seconded. All aye. Motion carried.

5. Business Arising from Previous Minutes:

6. Grants/Funding:

- a. **Digital Marketing:** Social Media Stats update: 82,000 reach (+497%), 62,000 engagements (+286%), increase of 110% on page likes (42 new likes).
Summer student Natasha is doing well adding posts on social media (Instagram and Facebook). She is working with Mary to create a membership campaign.
- b. **TOD & MODD:** funding. Both have been approved. Received \$5000 from TOD. Still awaiting the \$10,000 from MODD.

7. Old Business:

a. **Nominating Committee: AGM May 8**

Linda Wielinga has been appointed as the new secretary and Janette Andrew has been appointed as the new Treasurer.

b. **Social Media Policy:** Amy Tudor has agreed to look into creating a Social Media policy that will benefit all the local businesses. Suggested to start by looking at the Nova Scotia Tourism social media policy.

c. **Marketing Levy.** Meeting for accommodation levy is Wednesday, June 19, 6pm at the Heritage Centre.

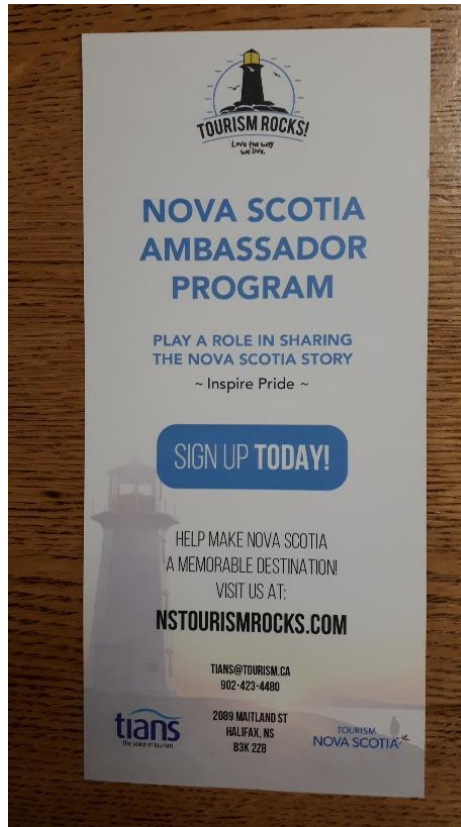
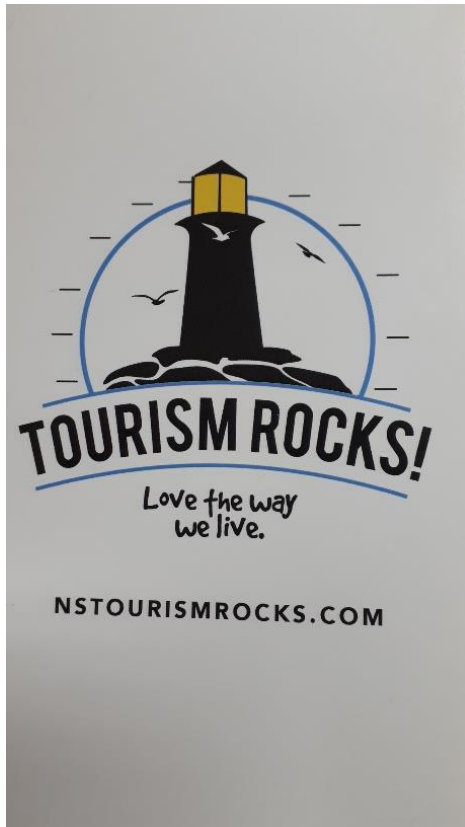
8. Marketing Committee:

- a. **Visitor Guide:** very well received. Carmen Chamberland has updated the Bear River content for the online version of the guide. She has agreed to do all the future editing for Bear River. Linda Graham and Tina Frost will organize a marketing meeting to look at revising the content in the guide.
- b. **Delivery of visitor guides** – Shelley Lonergan has agreed to take 50 guides to Calendonias.

9. New Business:

a. Quilts by the Bay Quilting Conference – Kevin Ellis is collecting rack cards for Debra Howard of Quilts on the Bay, who is organizing a large quilting conference being held at Mountain Gap Inn this summer. These cards will be added to their welcome packages.

b. Nova Scotia Ambassador Program – Greg Turner shared the info card with us



10. In-Kind Reports:

a. TIANS Summit Conference 2019: At a later date we will look into a few board members to attend this Summit conference (December). Well worth the networking opportunities and the good workshops to attend.

b. Municipality: No report.

c. Town: No report.

d. VIC: Cheryl Forrest has retired. Amy Tudor is going to talk to Tom Ossinger, CAO from the Town of Digby in regards to looking into a solution of how VIC social media can be improved to gain a broader reach and impact.

11. Next Meeting: July 10, 2019, 2pm @ Municipality

12. Adjournment: Called at 3:00pm