



DATA BOARD OF DIRECTORS

August 14, 2019, 2pm @ Town Hall

MINUTES

Present: Greg Turner, George Manzer, Kevin Ellis, Linda Graham, Linda Wielinga, Darren Carey

Regrets: Janette Andrew, Penny Graham, Amy Tudor, Hal Theriault, Stacey Doucette

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

2. **Treasurer's Report:**

Greg presented the report on behalf of Janette. Janette will provide these report updates monthly.

Greg Turner made a motion to adopt the Financial report of August 14th. Moved by Linda Graham. 2nd by Kevin Ellis. All aye. Motion carried.

3. **Agenda: Approval/Additions/Deletions:**

Greg Turner made a motion to adopt the additions to the agenda. Moved by George Manzer. 2nd by Darren Carey. All aye. Motion carried.

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

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

Moved by Darren Carey, seconded by Kevin Ellis. All aye. Motion carried.

5. **Business Arising from Previous Minutes:**

6. **Grants/Funding:**

a. **Digital Marketing:** Social Media engagements up for the month of July

b. **OCOA: Branding**
Mary finishing up the paperwork for the branding project.

7. **Old Business:**

a. **Social Media:**

Nice coverage of various businesses including all the whale watching tours sightings. These social media posts are being widely shared broadening the scope and education of our area to new viewers

8. **Marketing Committee:**

a. **Visitor Guide:** Halifax downtown VIC (by the Maritime Museum) is requesting more guides. Linda W will arrange 4 boxes to go down. Accommodations are using these in their guest rooms. Received greatly by guests.

9. **New Business:**

a. **New Memberships:** Brian Dugas (Atlantic Treasures Energy Stones & Crystals). He would like to join a committee. He will be asked to work on the Social Media policy

b. **Federal Government Announcement re: Rural Internet** – The range would be from Lake Midway to East Ferry.

c. **The Levy:** The Town is looking into putting a bylaw together for 10 bed accommodations levy. We would like to ensure that the engagement of the payments will cover costs of a professional personnel



to run the marketing for DATA. It was discussed and no changes to be communicated to the Town on their proceedings to go forward on this bylaw.

- d. **Inspiring Content Program:** We would like to consider target ideas and budget for the September meeting. Considerations of exploring the culinary, fishing industry, trails etc... Need to deliver experiences that promote the region that the new logo branding communicates.
- e. **Blog database:** Natasha, our summer intern is preparing a database of blogs that reference Digby.
- f. **Domains:** We currently pay annual renewal fees for the many domain names we own. We need to address this list to discuss which domains could be downsized in regards to the annual fees. Will request the list to share with the board for discussion before annual renewal.

In-Kind Reports:

- a. **Municipality:** No report
- b. **Board of Trade:** No report
- c. **Town:** No report.
- d. **VIC:** No report

11. Next Meeting: September 11th , 2019, 2pm @ Municipality

12. Adjournment: Called at 3:11pm.