



DATA BOARD OF DIRECTORS

July 10, 2019, 3pm @ Town Hall

MINUTES

Present: Greg Turner, George Manzer, Stacey Doucette, Kevin Ellis, Hal Theriault, Linda Graham, Tina Frost, Linda Wielinga

Regrets: Janette Andrew, Penny Graham, Amy Tudor, Darren Carey

1. Welcome: Greg Turner opened the meeting at 3pm.

Greg Turner made a motion to adopt the July 10th agenda.

Kevin Ellis moved. Tina Frost seconded. All aye. Motion carried.

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 July 10th. Moved by Linda Graham.

2nd by George Manzer. All aye. Motion carried.

3. Agenda: Approval/Additions/Deletions:

4. Approval of previous minutes (June 11th , 2019): No changes to the previous minutes.

Tina Frost made a motion to approve the minutes of the June 11th , 2019 meeting.

Hal Theriault seconded. All aye. Motion carried.

5. Business Arising from Previous Minutes:

6. Grants/Funding:

a. **Digital Marketing:** ongoing, 270 shares to date of Digby Tourism video.
Filming for CBS "*Still Standing*", Season 6 at Bear River for new Fall 2020.

b. **OCOA: Branding**

Linda Wielinga to place logo for download on DATA website. Linda Wielinga to also place a disclaimer that only members of DATA to use the branding logo.

7. Old Business:

a. **Social Media:**

Natasha, our summer student is going through posting member companies via alphabetical order on social media

Mary is continuing to go through the digital guide and posting the advertising partners' ads on social media

b. **Marketing Levy.** Meeting for accommodation levy was held on Wednesday, July 2nd, 6pm at the FireHall. Well attended. All of Municipality members were there and most of Town councillors in attendance. Good discussion from all points of views. The decision is now in the Town's hands for next steps of provincial requests. View of implementing in the spring of 2020.

c. A letter of thanks will be sent to Cheryl for the work she has done for our community.

8. Marketing Committee:

a. **Visitor Guide:** Mary encouraging us to post/share the advertisement deal before it expires

Old guides from last year available at DATA office for pickup for anyone interested in putting them to use for visitors.

- b. **Delivery of visitor guides** - need a driver to drop a box off at Truro and Caledonia (Kevin to bring these)
- 8 more boxes went to the Airport

9. New Business:

a. **SaltScapes Fall Expo 2019 November 8-10, Bible Hill - Registration is now open. Early booking rates available until July 31.** For more information about this expo weekend, please contact Lisa Sampson directly @ lsampson@saltscapes.com / 902 464 7258 ext 1803 or visit our website at www.saltscapesexpo.com

Linda to send letter out to membership to see if individual interest to attend is there. Decided not to purchase a booth

b. **Tina Frost motion to send 2 DATA represents to the 2019 TIANS Annual conference in Halifax this December.** Kevin Ellis 2nd. All aye. Motion carried.

c. **Request of a media rate for whale tour and accomodations from Dale Dunlop**, a travel writer themaritimeexplorer.ca who intends to write 25 best places in Nova Scotia and include a section on the Digby Neck. Request to be forwarded to Tina Frost to follow up with him.

10. In-Kind Reports:

- a. **Municipality:** No report
- b. **Board of Trade:** Drafting a letter to Municipality bylaw and Province to ensure signage on roads properly allow travellers know of our business sectors and important heritage sites between exits
- c. **Town:** No report.
- d. **VIC:** Visitor count is between 100-200 daily. Great use of centre!
- e. **Electric City:** Hal reported on the progress for the funding received and development in progress of a new Theatre Facility in Electric City (spring 2021). Pier 21 is also looking to create a display featuring the Electric City story.

11. Next Meeting: August 14th, 2019, 2pm @ Municipality

12. Adjournment: Called at 4pm.