



## DATA BOARD OF DIRECTORS

September 18, 2019, 3pm @ Municipality Office

### MINUTES

**Present:** Greg Turner, George Manzer, Kevin Ellis, Linda Graham, Tina Frost, Linda Wielinga, Darren Carey, Janette Andrew, Peter Turnbull

**Regrets:** Penny Graham, Amy Tudor, Hal Theriault, Stacey Doucette

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

**2. Treasurer's Report:**

Janette presented the report. Highlights include a positive bank balance and received funds from the Summer Jobs Program for our summer student. This student position will be terminated on August 30<sup>th</sup>, 2019.

*Janette made a motion to adopt the Financial report of September 18<sup>th</sup>, 2019. 2<sup>nd</sup> by Darren Carey. 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. 2<sup>nd</sup> by Kevin Ellis. All aye. Motion carried.*

**4. Approval of previous minutes** (August 14<sup>th</sup>, 2019): No changes to the previous minutes.

*Linda Wielinga made a motion to approve the minutes of the August 14<sup>th</sup>, 2019 minutes. Moved by Tina, seconded by Linda Graham. All aye. Motion carried.*

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

**6. Grants/Funding:**

a. **Digital Marketing:** This year showed the best video rating engagements from previous years.

b. **ACOA: Branding**

Mary finishing up and submitted the final paperwork for the branding project.

**7. Old Business:**

a. **Social Media Policy:**

Review other regional policies to draw up our own at next meeting.

b. **The Levy:** The Town is hosting their stakeholders information meeting on Wednesday, Sept. 25<sup>th</sup> at 2pm in the Municipality building.

**8. Marketing Committee:**

a. **Visitor Guide:** Darren can take overflow of boxes of guides to the Airport VIC which runs all year round

b. **Marketing Committee Meeting:** Planned for 1pm Sept 25<sup>th</sup> small conference room at the Municipality office. Discussion to include inspiring content ideas such as underwater cameras getting footage of fishing industry in live action, etc ... Include domain name evaluation as well.

**9. New Business:**

a. Inspiring content will be tabled to Marketing Committee meeting on Sept 25<sup>th</sup> @ 1pm.

- b. A thank you card to Carol Barnes will be sent out to her thanking her for her years of service to DATA. Please drop into the Municipality office desk over the next week to sign.
- c. **Raffle draw:** Darren drew from the paid members and the winner was Grahams Cottage Retreat. Congratulations!
- d. **Summer Student Report from Natasha.** She filed all her duties in the database server. She contributed positive initiatives and advanced and cleaned up many past activities. She has requested to continue the social media campaigns throughout the year. The decision will be discussed at the Marketing Committee meeting.
- f. **Wharf Rat Rally Summary:** Kevin gave report. Unfortunately the activities planned on the thursday were reschedule due to the weather. The rest of the weekend was beautiful weather. Good crowds at attractions. Air show in Greenwood competed with us this year. Overall 40% increase from 2018 on traffic flow. The concession stand fees include such support as power, security, port-a-potty, camping site etc ... very reasonable for what businesses are receiving. Raffle sales were down this year, t-shirts sales were down as well with many vendors selling shirts. **Highlights:** Share the Wind program, helping with Seniors. Purchased 2 sidecars, and from Windsor to Yarmouth sidecar rides were offered having 330 seniors participated. Higher community engagement with new activities was seen this year. Overall great positive atmosphere for all who attended.

**In-Kind Reports:**

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

11. **Next Meeting:** October 9<sup>th</sup> , 2019, 2pm @ Municipality

12. **Adjournment:** Called at 4:40pm.