



DATA BOARD OF DIRECTORS

November 13th, 2019, 2pm @ Municipality Office

MINUTES

Present: Greg Turner, Linda Graham, Tina Frost, Linda Wielinga, Penny Graham, Peter Turnbull, George Manzer, Kevin Ellis

Regrets: Shelley Lonergan, Amy Tudor, Hal Theriault, Stacey Doucette, Darren Carey, Janette Andrew

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

2. **Jonathon Riley – Trail Co-ordinator**

- asking for a letter of support from DATA. Jonathon oversees trails from Smith Cove to Weymouth (41 km). Started last year working on the new trails, road signs up, special area signage in Smith Cove, graded 20 km this year of trails, 10km still left to do. Seeking out finances from various community Culture and Heritage applications. Need letter of support in order to apply for these grants.

Plan for next year: Get a section of the rail bed trail open. Approx 10km from Victoria St to Jordantown. Lands and Forestry requires gates over 6 intersections requiring 9 gates. A few more signages needed as well. Once these things are done, then the trail is considered a managed trail, which opens up new funding models. Biggest concern is for safety which includes education, signage, grading and the gates. Volunteers from the ATV Club upkeep the trail.

Tourism NS works with Trampoline to create aspiring content for new upcoming videos. Jonathon was agreeable to give us some thought and guidance as to some trail footage.

Tina Frost made a motion to send a support letter for the trail work Jonathon is doing. Linda Graham 2nd. Board was all in agreement. Motion passed.

3. **Treasurer's Report:**

Greg noticed that the monies (\$4000) to Tiverton are not recorded.

Board reviewed the October & November 2019 report from Janette. Kevin Ellis made a motion to accept both these reports. Tina Frost 2nd. All in agreement. Motion passed.

4. **Approval of previous minutes** (September 18th & October 9th, 2019): Linda Graham made a motion to accept the minutes of September 18th, 2nd by George Manzer. All in agreement. Motion passed.

Linda Wielinga made a motion for the acceptance of the minutes of October 9th, Linda Graham 2nd. All in agreement. Motion passed.

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

Darren taking 1 box of guides to the TIANS Summit Conference, 2 boxes to go to the Airport. Remaining guides distributed locally to the businesses that are in operation year round, including the Bay Ferries for over the winter. Boxes stored at the CAT in Yarmouth need to be picked up.

6. **Marketing Committee:**

a. **Visitor Guide:** Greg has extra 2018 guides available to those who want them. Driver needed to bring 2019 guides to Halifax airport. The VIC there are running low. 2019 guides are at the Town Hall if anyone is interested in picking more up.

b. **Social Media Report & Digital Marketing Workshop (Linda):** see attached pdf of the report from Trampoline

c. **TIANS Summit Conference:** Darren Carey attending for DATA

d. **Marketing Meeting date:** Wednesday, November 20th at 10am. Discussion re: Guide, and inspiring content

8. **New Business:**

- a. **Bay Ferries:** DATA partnering with them to promote Digby Area. Monica to join us at January 8th board meeting.
- b. **Saltscapes 2020 Spring Expo in Yarmouth** <https://saltscapesexpo.com/>
Suggestion to use DATA funds for social media support instead of these expo's fees.
- c. **Sponsorship NS Travel Series on Eastlink TV: January 2020, Blair Thornton.** He has asked DATA to support the production of these series. The fees are very cost prohibitive for us to be able to participate. Greg will send his regrets to this request.
- d. **DATA to help distribute membership rack cards to VIC's across province.** We will ask the membership to drop off their rack cards at spring AGM.
- f. **Discussion regarding a 1-day Membership Workshop:** A date picked for Wednesday January 8th 10am – 12noon at the Municipality Council room. DATA Board meeting to follow at 2pm. We will focus on how to improve Social Media Effectiveness. Linda will send a request to Amy Tudor to be our presenter.
- g. **Shipwreck Memorial:** Linda Graham shared article, monument erected at Riley's Cove for a Shipwreck in 1946, 2 survivors, swam from Grand Manam.
- h. **Levy update:** The over 10 want the under 10 to join in on this levy. Missed the fall session. Next steps will be working towards a launch for 2021.
- i. **Raymond, travelling foodie.** www.travellingfoodie.net . Showcases Digby region in article.

9. **In-Kind Reports:**

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

10. **Next Meeting:** December 11th , 2019, 2pm @ Municipality

11. **Adjournment:** Called at 3:40 pm.