



DATA BOARD OF DIRECTORS

February 12th, 2020, 2pm @ Digby Airport

MINUTES

Present: Greg Turner, Linda Graham, Tina Frost, Linda Wielinga, Kevin Ellis, Mary Tibbits, Janette Andrew, Peter Turnbull

Regrets: Hal Theriault, Stacey Doucette, Janette Andrew, Penny Graham, George Manzer, Darren Carey, Amy Tudor, Shelley Lonergan

1. **Welcome:** Greg Turner opened the meeting at 2pm. Started with a tour of the Digby Airport.
2. **Bay Ferries:** Monica MacNeil, Customer Experience Director. Seaside Experience program offered to Bay Ferry customers. VIC on board with our businesses showcased.
 - 1) Promoting Market Days with vendors on board with links on website. Gives us the opportunity to own 8 “Digby” promotion days (4 in July, 4 in August).
 - 2) Invited to own 8-days on board to promote Digby experiences. Perhaps have summer employee do this. Monica can work with us to co-ordinate a schedule for this. Eg: Beverage experience would work. Vender would have to supply the licence but the ferry would offer the product to be sold in their gift store (Artist, Musicians, Festivals etc...)
 - 3) Conversations back on in regards to put the Maud movie back on display (Monica to get back to us on the purchase rights would be approx. \$2500) This would be on the Cat as well. Perhaps partnership with Yarmouth on the purchase rights costs.
 - 4) Guides can go on the Bay Ferry and Cat Ferry as well.
 - 5) Digital screen – video clips can be sent to Monica to be put onboard digital screens (no charge to have these shown)
 - 6) Accommodation providers can become a Bay Ferry Agent (10% commission) They can then build a package deal that would include the ferry round trip. This would go through vender website. Monica would have to get approval for this kind of partnership.
 - 7) Discussed providing a Coupon book to be handed out to passengers during on board Market Days or Vender Days to encourage travellers to explore local areas after landing
3. **Agenda:** Linda Wielinga motioned to approve agenda. Kevin Ellis seconded. All in agreement. Motion passed
4. **Treasurer’s Report:**

Board reviewed the January 2020 report from Janette. Janette made a motion to accept the report. Tina Frost 2nd. All in agreement. Motion passed.
5. **Approval of previous minutes** (January 15th, 2020): Linda Wielinga made a motion to accept the minutes of January 15th, 2020, 2nd by Janette. All in agreement. Motion passed.
6. **Grants/Funding:**
 - a. **Digital Marketing:** Greg and Tina had a conference call
 - b. **Town & MODD:** Mary and Linda Wielinga submitted the Township application. Municipality application is due at the end of March.

7. Old Business:

- a. **Marketing Levy** : The Spring Legislation entry was too late. Municipality and Township will continue to work out the details and will submit for the Fall Legislation session.

8. Marketing Committee:

- a. **Visitor Guide Ads update** : Mary is working with Jim on the final design layout. Still awaiting Wharf Rat Ad. Mary reviewed outstanding ad payments and board members agreed to contact these businesses. We hope to end up with a small profit after expenses.
- b. **Social Media Intensive Course – WIPSI Funding:** Board needs to review the proposal and we will vote on it at the March meeting and hope to have the course offered by the end of March
- c. **Saltscapes Halifax Expo – April 24 – 26, 2020** – board has agreed not to go this year

9. New Business:

- a. **Mary, Janette and Linda completed & submitted the application for our Summer Employee**
- b. **Rack card is now in German and has been added to our web site**
- c. **Communication session with Inspiring Communities tonight from 6pm to 8pm @ the NSCC Digby Learning Center, room 116**
- d. **Overall Strategic Plan needs to be developed** – board to think and bring ideas to future meeting
- e. **Angela Thurber letter:** request for use of our non-profit status to apply for a grant on their festival. Kevin Ellis motioned to move that we give a positive response to Angela`s request with no strings attached. Tina Frost 2nd the motion. All in favour. Motion carried.

10. In-Kind Reports:

- a. **Board of Trade:** John Light wants to propose an idea of Digby Bucks at Coastal Inn on Thursday, Feb 20th at noon.
- b. **Municipality**
- c. **Town / VIC**

11. Next Meeting: Wednesday, March 11th, 2020, 2pm @ Municipality office

12. Adjournment: Meeting adjourned at 3:30pm