



DATA BOARD OF DIRECTORS

January 15th, 2020, 1pm @ Heritage Center

MINUTES

Present: Greg Turner, Linda Graham, Tina Frost, Darren Carey, Linda Wielinga, Shelley Lonergan, Amy Tudor

Regrets: , Hal Theriault, Stacey Doucette, Janette Andrew, Penny Graham, Peter Turnbull, George Manzer, Kevin Ellis

1. **Welcome:** Greg Turner opened the meeting at 1pm.
2. **Bay Ferries:** Monica regrets she was unable to come and has rebooked to come to our February meeting.
3. **Agenda:** Tina Frost motioned to approve agenda. Linda Graham seconded. All in agreement. Motion passed
4. **Treasurer's Report:**
Board reviewed the December 2019 report from Janette. Linda Graham made a motion to accept the report with questions re: Visitor guide total costs to show \$19,000 instead of \$14,000. Shelley Lonergan 2nd. All in agreement. Motion passed.
5. **Approval of previous minutes** (November 13th, 2019): Linda Wielinga made a motion to accept the minutes of November 13th, Darren Carey moved, 2nd by Tina Frost. All in agreement. Motion passed.
6. **Business Arising from Previous Minutes:**
 - a. **Grants:** Linda Wielinga will work with Mary to complete the Township grant application that is due at the end of this month. Linda W will also look after submitting a letter of request to the Municipality. Greg submitted application for Inspiring content grant to Tourism Nova Scotia.
7. **Marketing Committee:**
 - a. **Visitor Guide Ads: Local businesses in all districts have been approached.**
 - b. **Social Media Workshop (Linda):** We had 13 members attend representing 12 local businesses. Denise presented a general introduction and step through on the goals and objectives of setting up social media deliveries. The main observations were that she did not go into any comprehensive details of managing and drawing on analytics of tracking successes from social media deliveries. The boards recommendation is to host a social media workday where Amy has agreed to facilitate the members to bring their laptops and we all work through our campaigns and share information and learnings collectively. Date in early spring to be determined.
 - c. **TIANS Summit Conference:** Darren Carey – see report attached
8. **New Business:**
 - a. **TMAC (Travel Media Association of Canada) Bid meeting:** Linda Graham and Tina Frost attended in Yarmouth, Jan 14th. This information evening regarding our area to submit a bid to host Travel Media to come to our area in 2021. Monica from Bay Ferries is on the board. This South Western board is looking at learning models from the Cape Breton experience. Bid has

to go in by February 27th. If South Western Nova Scotia wins the bid, we will experience travel writers from around the world coming here to learn and write about our area. Great opportunity. We would have to place money in our budget for 2021 + 2022 to participate. More details to follow.

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: February 12th , 2020, 2pm @ Digby Airport

11. Adjournment: Called at 2:40 pm.