



DATA BOARD OF DIRECTORS

March 11th, 2020, 2pm @ Municipality Office

MINUTES

Present: Greg Turner, Linda Graham, Linda Wielinga, George Manzer, Janette Andrew, Shelley Longergan

Regrets: Hal Theriault, Stacey Doucette, Penny Graham, Darren Carey, Amy Tudor, Tina Frost, Kevin Ellis, Mary Tibbetts, Peter Turnbull

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

NB: Motions deferred due to lack of quorum of board members. Email votes will be issued for 2 motions.

2. Agenda: Motion deferred.

4. Treasurer's Report:

- majority of monies for guide ads have been received (4 needed still)
- paid half of guide bills to printer so far
- year end 2019 March documents reviewed and submitted to accountant
- HST rebating is being applied for (approx. \$5k)

Board reviewed the February 2020 report from Janette. Janette made a motion to accept the report. Linda Graham 2nd. Motion deferred.

5. Approval of previous minutes.

Correction: Addition of Darren's name under Grants/Funding 6a). Motion deferred.

6. Business arising from previous minutes

- Maud movie on Fundy Rose and Cat restored. Fee \$835 (reduced price from last year). Email vote will be requested.

7. Grants/Funding:

- a. **Digital Marketing:**
- b. **Town & MODD:** Municipality application submitted.

8. Marketing Committee:

- a. **Visitor Guide Ads update :** Press sheets proofed by Jim and Greg. Guides to be expected this month. Greg proposing a \$500 stipend to Mary Tibbetts for the extensive work Mary has done between the businesses, designer and printer. Linda Graham 2nd motion. Motion deferred.
- b. **Social Media Intensive Course – WIPSI Funding:** Linda Wielinga offered the motion. Shelley Longehan 2nd. Motion will be emailed for approval to board members.
- c. **NS Tourism program “Creator Coast 2020”** – Conference call conducted to gain more information to bring travel media into our area through their program. We have presented our wish list to Tourism Nova Scotia and awaiting their feedback.
- d. **NS Travel Destination Award ... but how do we get on the radar as a region listed on this <https://travellemming.com/2020-emerging-destination-awards/>** The work on bringing travel media presence in the area is a step in the right direction.

9. New Business:

- a. **Social Media Policy** – still not established. Summer employee will post from an agenda but not from any specific policy.
- b. **Nominating Committee:** Board members, please consider this committee for next meeting in preparation for our Annual Spring meeting on May 14th.
- c. **Board Meeting locations:** Consideration to host our board meetings at a historical site twice a year. Example: Admiral Digby Museum for a fall meeting.

10. In-Kind Reports:

- a. **Board of Trade:**
- b. **Municipality**
- c. **Town / VIC**

11. Next Meeting: Wednesday, April 8th, 2020, 2pm @ Municipality office

12. Adjournment: Meeting adjourned at 3:16pm