



DATA BOARD OF DIRECTORS

April 8th, 2020, 2pm via online ZOOM app

MINUTES



Present: Greg Turner, Linda Wielinga, Darren Carey

Regrets: Hal Theriault, Stacey Doucette, Penny Graham, Amy Tudor, Tina Frost, Mary Tibbetts, Peter Turnbull, George Manzer, Janette Andrew, Shelley Longergan, Linda Graham, Kevin Ellis

1. **Welcome:** Greg Turner opened the meeting at 2pm via ZOOM online app.

2. **Treasurer's Report:**

- April report attached

Motion deferred to accept report.

3. **Business arising from previous minutes**

- Email vote to sponsor Maud movie on Bay Ferries/Cat was approved. Awaiting word from Bay Ferries if this program will go ahead this summer

4. **Marketing Committee:**

a. **Visitor Guide Ads update :** The 2020 Visitor Guides have been printed and will likely arrive mid April. Due to Covid-19 restrictions on travel, it was discussed whether we keep these guides to be used for the 2021 season and reprint all date sensitive pages and add them in. Also, it is suggested that we extend membership to include the 2021 season as well.
Email motion will be sent out to board for approval.

b. **Social Media Intensive Course – WIPSI Funding:** email vote approved to make application to this funding program and to utilize social media strategist Denise Alison

c. **Local Media Contest:** In view of the travel restrictions for media reporters to come to Nova Scotia, it was discussed about opening up a local contest to our community to submit their own media composition about their favourite aspects of Digby county. Linda Wielinga to submit to board a draft of the contest idea to board at next meeting.

5. **New Business:**

a. **Annual meeting to be deferred to later date TBD**

6. **Next Meeting:** Wednesday, May 13th, 2020, 2pm via online ZOOM app

7. **Adjournment:** Meeting adjourned at 2:50pm