



DATA BOARD OF DIRECTORS MINUTES

August 12th, 2020, 7pm
@ Bear River Winery



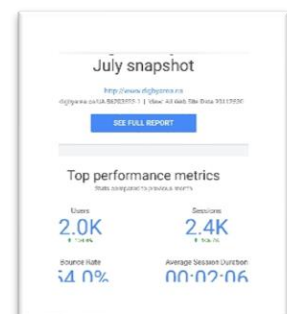
Present: Greg Turner, Linda Wielinga, Darren Carey, Linda Graham, Kevin Ellis, George Manzer
Regrets: Hal Theriault, Stacey Doucette, Penny Graham, Amy Tudor, Tina Frost, Mary Tibbetts, Shelley Lonergan, Karen Enright, Janette Andrew, Peter Turnball

- 1. Welcome:** Darren opened the meeting at 7pm with a tour and history of the Bear River Winery
- 2. Treasurer's Report:**
 - July 31st, 2020 report attached
 - Greg will drop off a thank you card to Jeremy Sanford for his assistance
 - We will need to ensure there is budget monies for the distribution costs of the guides next year and the printing of a front update sticker for each guide
 - Kevin Ellis made a motion to approve the July 31, 2020 financial report.*
 - Seconded by Linda Graham. All aye. Motion carried.*
- 3. Agenda: Approval**
 - Greg Turner made a motion to approve the agenda*
 - Seconded by Darren Carey. All aye. Motion carried.*
- 4. Approval of Previous Minutes (June 2nd, 2020)**
 - Kevin Ellis made a motion to approve the June 2nd, 2020 minutes*
 - Seconded by George Manzer. All aye. Motion carried.*
- 5. Business Arising from Previous Minutes**

Greg Turner has dropped off 500 guides to the Bay Ferry and a box of 50 guides to the following:

 - Bear River VIC
 - Weymouth VIC
 - Belliveau Cove VIC

The DINE IN Facebook posts were linked up by Tourism Nova Scotia on their site as well – good reception
Linda Wielinga will call Debra Howard from Quilts on the Bay regarding board membership.
- 6. Grants/Funding:**
 - a. ACOA: Branding:** All our attempts to contact the Ottawa law firm who is handling the copyright is not returning our messages/emails in regards to invoicing us for the work they are doing. Linda Wielinga will attempt to reach the law firm again before Breeanna closes the account.
 - b. Digital Marketing:** Social Media engagements are up for the month of July



7. Old Business:

a. Social Media: Greg Turner has been doing a great job this spring and summer adding story posts and links on our facebook and Instagram accounts. Discussion was spent on the need for a Social Media Specialist to be hired to keep up the Social media presence with a specified strategy and marketing agenda. Linda Wielinga will draft up a Social Media Specialist Job Description that can be presented at next board meeting in September for review.

- Linda Wielinga will also post an invitation for a “**Digby Area Summer 2020 Photo Submission Event**” to be offered to local residents to submit their favourite Summer 2020 photo and story. Best stories and photo’s will be posted on our social media sites with authors credits.

8. Marketing Committee:

a. Visitor Guides: Old guides are available upon request at the Town Hall
New guides are now in the VIC building.

- Instead of reprinting the various event pages in the guides for next year, it was discussed to print some sort of alert STICKER for the front of each guide, to communicate current status of festival updates can be seen at www.digbyarea.ca website for more details.

9. New Business:

a. Outdoor Media Group Ads: not going forward with these this year

b. Creator Coast Media Writers: Darren will follow up with Pamela Wamback in regards to timing of arrival of influencers in our area. We will want to have a welcoming plan put in place for their arrival. Greg Turner will send the board a list of provincial influencers he has contact with in order to consider reaching out to them privately as well.

c. Digby Area VIC: New posters were designed by Linda Wielinga to fill the 3 window spaces at the front of the VIC. These posters featured various activities for visitors to explore in the Digby Area. There is also a QR code that can be scanned by cell phone apps to direct visitors to find out more on our digbyarea.ca website.

5. Next Meeting: Wednesday, September 9th, 2020, 2pm @ Municipality Office (TBD)

6. Adjournment: Meeting adjourned at 9pm