



# DATA BOARD OF DIRECTORS

June 2nd , 2020, 2pm via online ZOOM app

## MINUTES



**Present:** Greg Turner, Linda Wielinga, Darren Carey, Linda Graham, Janette Andrew, Kevin Ellis, Peter Turnbull, George Manzer

**Regrets:** Hal Theriault, Stacey Doucette, Penny Graham, Amy Tudor, Tina Frost, Mary Tibbetts, Shelley Longergan

1. **Welcome:** Greg Turner opened the meeting at 2pm via ZOOM online app.
2. **Treasurer's Report:**
  - May 31, 2020 report attached
  - Linda Wielinga made a motion to approve the May 31, 2020 financial report.*
  - Seconded by Darren Carey. All aye. Motion carried.*
3. **Marketing Committee:**
  - a. **Visitor Guide Ads update :** Guides were delivered on Thursday, May 28<sup>th</sup> to the Visiter Center. The board had carried the motion, via email vote, to hang on to the 2020 guides and use them for the 2021 season with updated event calendars inserted.
  - b. **Festivals:** all local summer festivals have been cancelled and some are hoping to reschedule for the fall.
  - c. **Bay Ferries: Monica had relayed the following updates to Greg**
    - VP Jim Wilson has reached out to Digby Town for a partnership opportunity
    - Bay Ferries had run a contest for gift cards to the Digby county last month
    - Bay Ferries will host a Tourism counsellor on the Fundy Rose this summer. We will supply 400 – 500 guides to them for interactions with summer tourists. Fundy Rose is running but not sure of when tourists can ride the ferry – waiting for border restrictions to be lifted. Cat Ferry is also awaiting the lifting of border restrictions as well.

- d. **Dine & Stay Home campaign:** Tourism Nova Scotia added a Digby County section on their campaign site and linked it to our DATA facebook page. A few more local restaurants will be added. We will keep the campaign running on our page.

4. **New Business:**

a. **AGM: Scheduled date of Tuesday, July 14<sup>th</sup> @ 7pm**

- Linda W. will approach Robert Hersey from the Municipality to request zoom account for use for our AGM meeting to membership. We will need account to host a dial-in option for those members that do not have good wifi connections.

- **Board nominations:** Greg will approach Saskia Geerts & Hal Theriault to consider Chair position nomination. Kevin will approach Karen Enright to consider joining the board. Linda W. will email John Hakim with membership application and invitation to join board.

5. **Next Meeting:** Wednesday, August 12th, 2020, 2pm via online ZOOM app

6. **Adjournment:** Meeting adjourned at 3:06pm