



## DATA BOARD OF DIRECTORS

October 14<sup>th</sup>, 2020, 2pm @ Anglican Church

### MINUTES

**Present:** Karen Enright, Darren Carey, Greg Turner, Linda Graham, Linda Wielinga, George Manzer, Janette Andrew, Shelley Longergan, Peter Turnbull, Tina Frost

**Regrets:** Hal Theriault, Stacey Doucette, Penny Graham, Amy Tudor, Kevin Ellis, Mary Tibbetts

**1. Welcome:** Janette gave us an overview and history of the Anglican Church. Karen opened the meeting at 2:10pm.

**2. Agenda:** Tina motioned to accept the agenda. George 2<sup>nd</sup>. All aye. Motion passed.

**4. Treasurer's Report: Janette Andrew**

Darren motioned to accept the report of September 30<sup>th</sup>, 2020. Linda Graham 2<sup>nd</sup>. All aye. Motion passed.

**5. Approval of previous minutes.**

NB: Let the minutes show a board member withdrawing their vote for the motion on the VanTassel request for funds.

Janette motioned to approve the minutes of September 30<sup>th</sup>, 2020. Shelley 2<sup>nd</sup>. All aye. Motion passed.

**6. Business arising from previous minutes**

- Travel Media "Delightful Travellers" have uploaded their completed videos from their summer visit. These will be uploaded and shared on DATA social media channels and we will also encourage our membership to share them on their social channels as well to increase the spread.

- Karen will continue to look into contacting other non-profit local organizations who would like to share in the application for a full time media specialist.

- Linda W. shared the design of a certificate of Excellence that DATA can use to honour local individuals in their contributions to the tourism industry in Digby county. Three certificates will be awarded to the following individuals, Jonathan Riley in his continual work with trail developments, Thomas Zuberbuhler in his work on the new trail mapping design, and Mary Tibbetts on her work on the Digby guide.

**8. Marketing Committee:**

- a. Darren will call a meeting of the Marketing Committee to discuss the creation of a sticker for the Digby guides for next year's season

**9. New Business:**

- a. **Product Development** – Darren is looking into the creation of guidelines to be put in place in the By-Laws for defining what DATA product development looks like for funding requests
- b. **Strategic Planning:** Linda will approach ACOA and CBD to request funding for a Strategic Planning Facilitator for DATA. A strategic planning meeting will be scheduled for November.

**10. In-Kind Reports:**

- a. **Board of Trade:** no report
- b. **Municipality:** no report
- c. **Town / VIC:** no report

**11. Next Meeting:** Thursday, November 12<sup>th</sup>, 2020, 2pm @ Anglican Church

**12. Adjournment:** Motion to adjourn by Janette. Meeting adjourned at 3pm