



DATA BOARD OF DIRECTORS MINUTES

September 30th, 2020, 7pm
@ Admiral Digby Museum

Present: Karen Enright, Greg Turner, Linda Wielinga, Darren Carey, Linda Graham, Kevin Ellis, George Manzer, Shelley Lonergan, Janette Andrew, Mary Tibbetts

Regrets: Hal Theriault, Stacey Doucette, Penny Graham, Amy Tudor, Tina Frost, Peter Turnbull

1. **Welcome:** Mary opened the meeting at 7pm with a tour and history of the Admiral Digby Museum

2. **Agenda: Approval**

*Karen Enright made a motion to approve the agenda
Seconded by Janette Andrew. All aye. Motion carried.*

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

- September 9th, 2020 report attached

- *Mary Tibbetts made a motion to update the signing officers for the board to 4 (Chair, Vice, Treasurer & Secretary). Seconded by Linda Graham. All aye. Motion passed. Janette Andrew will write a letter to the RBC updating them of this decision.*

- *Darren Carey made a motion to approve the September 9th, 2020 financial report. Seconded by George Manzer. All aye. Motion carried.*

4. **Approval of Previous Minutes (August 12th, 2020)**

*Linda Graham made a motion to approve the August 12th, 2020 minutes
Seconded by Mary Tibbetts. All aye. Motion carried.*

5. **Old Business:**

a. Social Media Specialist Job Description: Karen will look into the "NS START" hiring program to see if applicants can share a position with multiple organizations to make a full time position available.

- it was mentioned that the job description should add that monthly reports be given to the board

b. Creator Coast Media Writers Update: Linda Wielinga mentioned the importance of connecting with the influencers that were here in our region via their social media posts and sharing their posts. This way we will be able to join their larger circles of influence.

- Adam Hill (<https://www.facebook.com/adamhillphoto/> <https://www.instagram.com/adamhillphoto/> <https://twitter.com/adamhillphoto/>)

- Anna & Trevor Delaney/Delightful Travellers (<https://www.facebook.com/delightfultravellers> <https://www.instagram.com/delightfultravellers/> <https://twitter.com/deltravellers>)

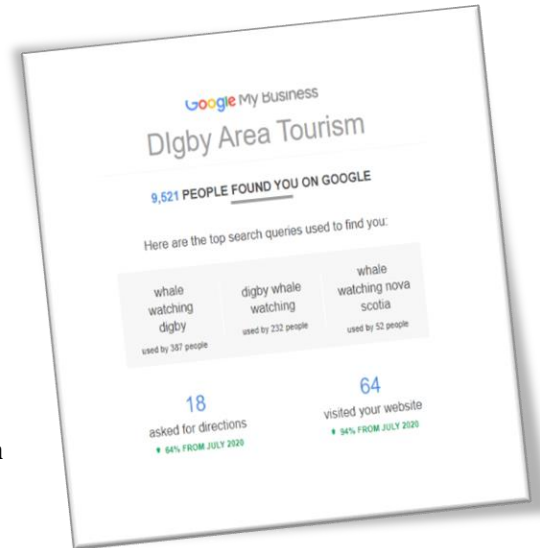
- Sara & Brent MacIsaac / Dashboardliving (<https://www.facebook.com/dashboardliving> <https://www.instagram.com/dashboardliving/> <https://twitter.com/dashboardlife>)

6. **Marketing Committee:**

a. Visitor Guides: Mary will contact the provincial VIC's, Bear River VIC and Belliveau Cove VIC that received our 2020 guides to inform them that they will be used next year with a sticker attachment on the front cover. Darren will contact Rick Foote from Digby Print & Promo to create the sticker design and get them ready for deployment with the guides for next year.

- Message Example: *"Current status of festival updates can be seen at www.digbyarea.ca website for more details"*

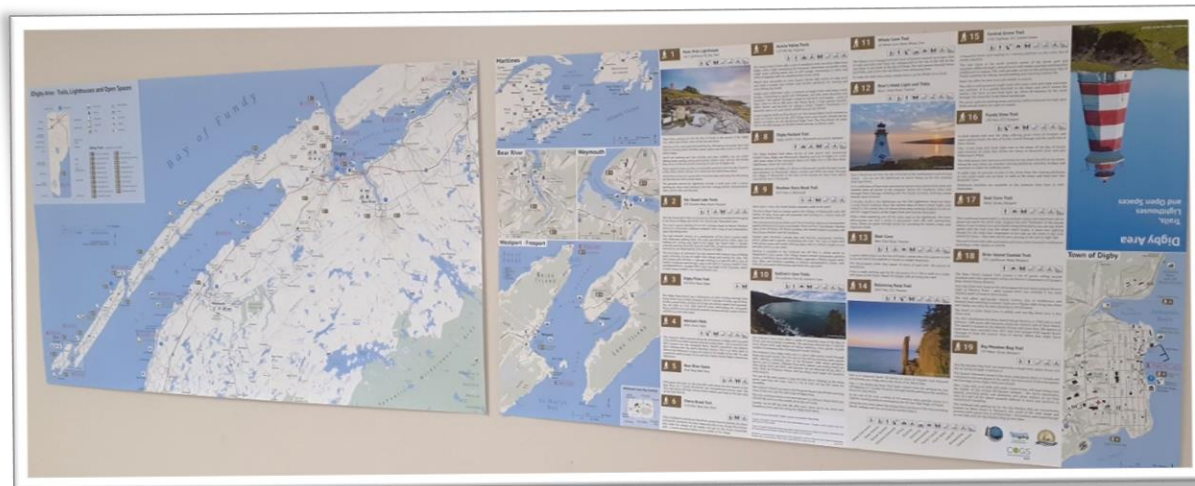
b. Social Media August Update: Linda W. reported that the majority of the Google searches for Digby in August contained the key words of “whale watching”



7. New Business:

a. New Digby Trails, Lighthouses & Open Spaces Map Guide:

Greg Turner presented the new map guide that was designed by Thomas Zuberbueler & written by Jonathon Riley. This professional piece is a donation to the Digby Town and Area. A certificate of thanks will be sent on behalf of DATA to both Thomas and Jonathon for their incredible contributions to this piece. You can see the guide on Thomas’ website: <https://geomo.ch/portfolio/digby.html>



b. VanTassel Trails Financial Assistance Request: A letter of request was presented to the board from Mark Durkee, the chair of the VanTassel Lake Trails Association. Darren made a motion that the board deny the request whereas it does not fall into the mandate of DATA to financially support trail development. Seconded by George. All aye. Motion passed. Linda Wielinga will write a response back to Mark Durkee on the boards decision.

8. In-Kind Reports:

a. Board of Trade: Kevin: A Candidate Forum is planned to be hosted on Tuesday, October 13th at the Firehall.

b. Municipality: No report

c. Town: No report

9. Next Meeting: Wednesday, October 14th, 2020, 2pm @ Digby Anglican Church (109 Queen St)

10. Adjournment: Meeting adjourned at 8:15pm