



DATA BOARD OF DIRECTORS
December 16th, 2020, 2pm
Trinity Anglican Church

MINUTES

- 1. Present:** Karen Enright, Peter Turnbull, Kevin Ellis, Linda Graham, Tina Frost, Janette Andrew, Shelley Lonergan, Linda Wielinga Darren Carey (via zoom), Hal Theriault, Stacey Doucette
Regrets: Greg Turner, Amy Tudor
- 2. Agenda: Approval/Additions/Deletions**
Kevin motioned to accept the agenda. Motion 2nd by Janette. All aye. Motion passed.
- 3. Approval of previous minutes** (November 12th, 2020) . Linda G. motioned to accept the previous minutes. Motion 2nd by Shelley. All aye. Motion passed.
- 4. Treasurer's Report: Janette Andrew**
Tina motioned to accept the Financial report of November 12th, 2020. Motion 2nd by Linda Graham. All aye. Motion passed
- 5. Business Arising from Previous Minutes**
Signing Officers to the RBC is needed by a couple more from the Executive. This will be done by New Years.
- 6. Old Business:**
 - a. Summary of Strategic Planning Day:** The board was quite pleased with the facilitator and the discussion and learning received. It alerted ourselves to gaps that appear in our By-Laws and policies. Two membership representatives were in attendance along with our Board of Directors.
 - b.** Strategic Planning day notes attached here
- 7. Marketing Committee:**
 - a.** Visitor Guide Sticker Update: 1st quote for round 1.5" sticker was felt by board to be too expensive. Darren will look into getting another quote. Janette has offered to co-ordinate a sticker distribution session to get them ready to distribute with the guides in groups of 50. At the moment though, we will await until March 2021 to make a decision to send out the guides to VIC destinations or not next year.
 - b.** A full marketing report is attached here
- 8. New Business:**
 - a. New Policies:** Karen and Kevin will meet separately to review DATA By-Laws and report to board regarding any suggestions for additions or updates to the By-Law.
 - b. Hal Theriault Presentation:** Hal has been hired by TIANS to develop a "Heritage Interpretive" pilot course and has invited the board to sign up for a one day workshop on February 6th, 2021 as an introduction to the course. Admission is free and you can book your spot with Liz Lore at llore@yasta.ca See attached flyer. Discussion around the necessity for the Digby VIC staff to attend such a course was received positively. Karen will talk to Tom from the Township to see if this can be put in place.
 - c. Secretary and Administration Roles:** It has been suggested that these two roles be merged in order to have a central control of information being passed on to the board and outside

correspondence. Linda has agreed to take on the Administrative role and will sit down with Mary to discuss transition timeline for this.

- d. **DATA Group Chat:** it was affirmed that we need to continue with existing DATA official sites for our correspondence with each other. The new social media chat room will be asked to be removed.

9. In-Kind Reports:

a. **Board of Trade:** Last week was the first in-person meeting held for the BofT. Paul Stackhouse from the Pines was the guest speaker and Paul shared the new plans the organization is undertaking. They are very interested in partnering with local businesses to promote county attractions. In the spring opening, they hope to have representatives from Electric City as a feature item.

b. **Municipality:** George Manzer has informed us that Angela Thurber will be our newly appointed representative to DATA from the Municipality. Angela looks forward to meeting with us at our next meeting. A note of thanks will be sent to George for his service to us.

c. **Town / VIC: no report**

10. Next Meeting: Wednesday, January 13th @ 2pm, Trinity Anglican Church