



**DATA BOARD OF DIRECTORS**  
**January 13<sup>th</sup>, 2021, 2pm**  
**Trinity Anglican Church**

**MEETING NOTES**

- 1. Present:** Karen Enright, Peter Turnbull, Kevin Ellis, Linda Graham, Tina Frost, Greg Turner, Janette Andrew, Shelley Lonergan, Linda Wielinga, Darren Carey (via zoom), Hal Theriault, Stacey Doucette, Virginia Tudor
  
- 2. Agenda: Approval/Additions/Deletions**  
Shelley motioned to accept the agenda. Motion 2<sup>nd</sup> by Janette. All aye. Motion passed.
  
- 3. Approval of previous minutes** (December 16<sup>th</sup>, 2020)  
Linda G. motioned to accept the previous minutes. Motion 2<sup>nd</sup> by Tina. All aye. Motion passed.
  
- 4. Treasurer's Report: Janette Andrew**  
Linda G. motioned to accept the Financial report of November 12<sup>th</sup>, 2020. Motion 2<sup>nd</sup> by Tina. All aye. Motion passed
  
- 6. Old Business:**
  - a. Update on Inspired.world program – update tabled to February meeting**
  - b. Social Media Position:** Karen met with DBoT. This position will be split with them. DBoT will file the application to receive grant funding for this. The position will give us 25 hr/week. We will start advertisement for the position once we are approved.
  - c. Update on Heritage Workshop event: Hal Theriault:** The workshop for February 6 is full now. TIANS is looking to open up a 2<sup>nd</sup> venue to take in the overflow. Email Liz Lore [llore@yasta.ca](mailto:llore@yasta.ca) for registration.
  - d. VIC Training:** Karen spoke with Tom Ossinger from the Township. Provincial training is available to the VIC employees. We encouraged Tom that local training is needed and recommended that we host a couple of FAM tours for the VIC employees. An email will go out to the membership to invite them into a FAM tour. Interested members will be forwarded to Tom so an itinerary can be established. If the Digby VIC is open this year, then DATA will organize a FAM tour.
  
- 8. Marketing Committee:**
  - a. Update on 2021 goals: Guide book stickers:** Darren received a 2<sup>nd</sup> quote from Advocate Printers for \$622 (sheets of 30, total of 15,000). Darren recommends that 2 sheets go in an envelope with instructions to VIC's and taped to each box of Guidebooks (each box contains 50 guides). Motion to approve quote from Advocate Printers made by Tina. Motion 2<sup>nd</sup> by Greg. All aye. Motion passed.
  - b. Marketing Meeting** next week on Thursday January 21<sup>st</sup> to narrow down 2021 campaigns. The Atlantic provinces will be our summer target market in lieu of another Covid-restrictive season.
  
- 9. New Business:**
  - a. By-Law review:** update tabled for February meeting

- b. Grant Submissions:** Township application will be sent by end of month. Municipality application will be sent before April 1<sup>st</sup>. Summer student application will be reviewed by Tina and Linda W. for submission by the end of the month.
- c. DATA Secretary roles:** Linda W. sat down with Mary this month and reviewed succession planning for Linda W. to take on fully the Secretary and Admins role from Mary. The board was made aware of the need to find who will cover the role of handing the Guidebook responsibilities. It was recommended that we hire out this specific work to a consultant.
- d. Route 541 event:** Board will submit photos and videos to Linda W. to send to this event organizer to feature Digby area to participants

**10. In-Kind Reports:**

- a. Board of Trade:** No report
- b. Municipality: Welcome to Angela Thurber, our new Municipality rep for DATA**
- c. Town / VIC: Update on Levy:** Peter Turnbull updated us that the levy application is sitting on the Minister's desk. The town will be sending a letter of request for an update on its status.

**11. Next Meeting:** Wednesday, February 10<sup>th</sup>, 2021 @ 2pm.

**12. Adjournment:** Motion to adjourn made by Tina Frost.