



DATA BOARD OF DIRECTORS
February 10th, 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, Amy Tudor (via zoom), Angela Thurber

2. Agenda: Approval/Additions/Deletions

Linda Graham motioned to accept the agenda. Motion 2nd by Tina. All aye. Motion passed.

3. Approval of previous minutes (January 13th, 2021)

4. Business Arising from Previous Minutes

a. Update on Inspired.world program

Karen gave an update on the online marketing & sales program. Development still in progress. Once website is up and operational, we can canvas our membership to participate.

b. Social Media Position (Grant through JCP)

Application placed. Awaiting approval. Funding would include office rental fees. This position would be shared with the Digby Board of Trade.

c. Update on Heritage Workshop event: Digby, February 20 @ Fundy

Still room for this event. Email Liz Lore to register. Sponsored by TIANS.

d. By-Law update: Karen will be presenting new Social Media Policy next board meeting.

e. Levy update: Papers are on the Ministers desk – awaiting house to start session in mid March

5. Treasurer's Report (Janette)

Angela motioned to accept the verbal report from Janette. Motion 2nd by Shelley. All aye. Motion passed.

8. Marketing Committee:

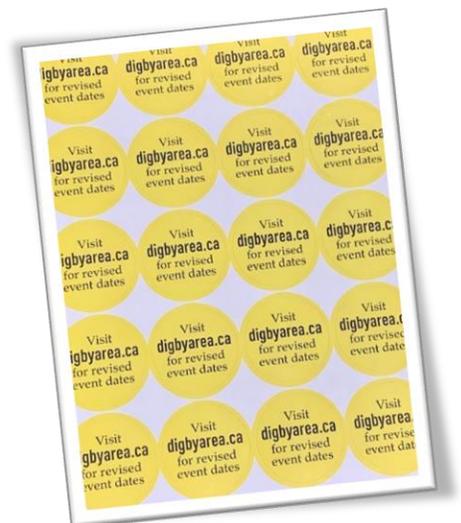
a. Update on 2021 goals – report included

b. "Digby Lights" - Local Lighthouse Tour program. It was discussed that the various lighthouse groups need to be contacted to communicate our desire to run this tour program and gain their feedback

- Darren to obtain quotes from local suppliers for supplies to run program

c. Guidebook: Stickers have arrived. Sheets of 25 will be

supplied in envelope with instructions to VIC workers to apply them to guidebooks



9. New Business:

a. Grant Submissions: Town, Summer Employees, ACU

- The town application has been submitted
- Two summer employee applications through the Federal program have been submitted. One position to help aid the Social Media position. The 2nd position to capture digital content of area.
- An application for technical equipment to capture digital content of area was submitted to the ACU grant

b. Digital Content Marketing Program 2021: awaiting Tourism Nova Scotia program launch

c. Membership Survey Results: positive feedback from membership survey

d. Membership Newsletter: feedback from survey related that communication to membership is desired

- need to have a delegation of authors (from membership as well) to create monthly feature articles
- executive members would have to approve content before digital publication

10. In-Kind Reports:

a. Board of Trade: n/r

b. Municipality: n/r

c. Town / VIC: n/r

11. Next Meeting: Wednesday, March 10th, 2021

12. Adjournment: Motion to adjourn by Janette.

Marketing Committee Meeting – January 21st, 2021

Sydney Street Pub

Darren called the meeting to order and reviewed the agenda. We all agreed that the purpose of this meeting was to start to move forward with a couple of the ideas that were discussed at the last marketing meeting in December (ones that could be implemented in 2021). We agreed to set aside some of the longer-term initiatives that require reaching out to the New England states until conditions allow (hopefully 2022).

NOTE: It was suggested that this information be shared with the DATA membership (not in the summary version that Darren presented, attached here, but the actual presentation deck from The Gros Morne Institute)

Darren then reviewed information that had been presented by the Gros Morne institute for sustainable tourism, as well as a summary of some recent tourism numbers received from TNS. A copy of those notes is attached to this meeting summary.

We then reviewed the marketing ideas and initiatives that were discussed at the December meeting and agreed to focus our time on the creation of a program designed to encourage visitors to our local lighthouses. High level details of the program are as follows:

- Name of program – “Digby Lights”
- 8 local lighthouses on the route
- Stamp cards will be created with the intent that visitors would visit each lighthouse and get the card stamped by a local business that would have a customized stamp
- Visitors who managed to visit all 8 lighthouses will receive a souvenir key chain with our DATA logo on it. Additionally, they will be entered into a “grand prize” draw for a weekend in Digby with accommodations, meals, and a bag of local products
- The program will be promoted online and also with posters at each lighthouse location (plus, any DATA business that wants to promote)
- We believe that a budget of \$1,500.00 is sufficient for the program
- Timing: June 2021 (depending on the response we get, we may allow the program to run for 2022 as well)

Linda has created some art work and we are in the process of getting a quote on production of the key chains and printing of the cards.

We require board approval to proceed (based on the \$1,500.00 budget)

Meeting adjourned

Digby Lights TOUR



It's a good day for a Lighthouse adventure!

Visit all 8 of the Digby Area Lighthouses and collect their stamps on your card. Upon completion of your card, visit any participating operator to receive a gift to remember Digby area lighthouses. You can fill out a ballot for a grand prize consisting of a local merchandise, a whale watch tour, a meal and a one night stay accommodations.

All of our Digby area lighthouses are steeped with history so please refer to www.digbyarea.ca for a more in-depth view of our lighthouses.

1. Digby Pier Lighthouse is located at Admiral Walk, across from the post office in the town of Digby and has a rich history. You can get your card stamped at the *Dockside Restaurant*.

2. Point Prim Lighthouse has interpretive panels and a short walking trail. It boasts a grand view of the Digby Gut in the Bay of Fundy. You can get your card stamped at the *VIC in the town of Digby*.

3. Gilbert's Cove Lighthouse was built to serve the coastal schooners that traveled up and down St. Mary's Bay primarily engaged in the lumber trade. You can get your card stamped here at the *Tea Room at this lighthouse*.

4. Belliveau Cove Lighthouse is a wooden pepper shaker style lighthouse on end of the north wharf. It was established in 1889 and rebuilt in the 1980s. You can get your card stamped at ...

5. The Western Light is the 3rd oldest and still operational lighthouse in Nova Scotia through a fully automated system. Western Light can be found on Brier Island and your card can be stamped by dropping by *Brier Island Whale & Seabird Cruises*.

6. Northern Light & Alarm is a functional lighthouse and Coast Guard station located on Brier Island. It is one of the most popular sites to spot whales from the shore. Your lighthouse card can be stamped at *Brier Island Lodge*

7. Peter's Island Lighthouse is on its own island in Grand Passage between Brier Island and Long Island. The island itself is now a bird sanctuary and the lighthouse is automated. You can view the island and lighthouse from Southern Point which is also where the Joshua Slocum monument is located. You can get your card stamped from *Mariner Whale & Seabird Cruises*

8. Boar's Head Lighthouse is at the northeast end of Long Island in the entrance to Petit Passage. You can see the light from this lighthouse for 14 miles. You can get your card stamped at *Just Above Water Café*.

HIGHLIGHTS OF TOURISM STATISTICS & RESEARCH

Tourism Nova Scotia Numbers from 2019 Visitor Exit Surveys:

- Bay of Fundy & Annapolis Valley Region captures 37% of visitors to the province, which second only to Halifax at 73%
- Visitation for Digby is the 3rd highest in the Bay of Fundy & Annapolis Valley Region (Truro 39%; Wolfville 24%; Digby 18%)
- However, we actually move into 2nd place when you look at capture rate of “Pleasure Visitors” (this removes those who are visiting friends & family). Truro still leads at 36% but Digby moves to 28%
- When we look at capture rates on a provincial level, not just within our region, the competition gets tougher:
 - Halifax 59% (Dartmouth, Bedford, and Sackville are all >7% as well)
 - Lunenburg 15%
 - Truro 14%
 - Mahone Bay 10%
 - Wolfville 9%
 - Baddeck 7% (there are several Cape Breton towns at 6%)
 - Digby 7%
- Our opportunity seems to be Average number of nights stayed. We are at 2.3 and the average for the Bay of Fundy & Annapolis Valley Region is 3.8 (Cape Breton is 4.4 and South Shore is 4.2)

Research conducted by The Gros Morne Institute for Sustainable Tourism:

- They conducted a 6-month survey in 2020 to understand traveller sentiment during the pandemic
- Here is their “top-10” list of recommendations/observations/focus areas for moving forward:
 1. Rebuilding Demand, Enhancing value
 - The top-priority must be rebuilding demand for travel
 - Clarity and transparency, in line with government messaging and guidelines, are crucial to rebuilding demand
 2. Investing in Consumer Confidence
 - Communicating Safety, without travellers having to ask, is essential
 - Room for doubt will reduce participation in tourism
 3. Spontaneity, if the Price is Right
 - Most travellers are not booking very far ahead due to uncertainty
 - Flash sales/Limited Time Offers and package deals can prompt booking
 4. Close to Home
 - Travellers want to stay close to home right now
 - Focus on experiences that do not require long stays (weekend getaways)
 5. Something New in Your Own Backyard
 - Travellers want new experiences, even close to home
 - The idea of an “Atlantic Canada Bucket List” was appealing
 6. Crowd Control
 - People are wary of large crowds and want to control interactions with those outside their own group
 - They want to see appropriate limitations on capacity
 7. Friends and Family First
 - Visiting friends and family is a top priority for many
 - Messaging around reunions or private bookings may resonate with many looking to share a getaway with friends & family

8. Digitized Experiences

- Consumers will appreciate digitized options within tourism now and in the future (trend is expected to continue post-pandemic)
- Online ordering, events, self-guided tours, etc.

9. New Strategic Direction

- The “new normal” can have long-term implications moving forward
- Solutions we implement now don’t have to be a short-term band-aid

10. Supporting Small

- Travellers want to support local!
- Opportunities for the winter months – people want to ensure local businesses can remain viable

- Key Takeaways:

- Shift your offerings to align with the current consumer market
- Capture the imagination of Atlantic Canadians
- Give people a sense of control over the level of risk