



**DATA BOARD OF DIRECTORS**  
**March 10<sup>th</sup>, 2021, 2pm**  
**Trinity Anglican Church Hall**

**Meeting Notes**

**1. Present:** Karen Enright, Peter Turnbull, Linda Graham, Greg Turner, Janette Andrew, Shelley Lonergan, Linda Wielinga, Darren Carey (via zoom), Hal Theriault, Stacey Doucette, Amy Tudor (via zoom)

**Regrets:** Angela Thurber, Kevin Ellis, Tina Frost

**2. Agenda: Approval/Additions/Deletions**

Hal motioned to accept the agenda. Motion 2<sup>nd</sup> by Shelley. All aye. Motion passed.

**3. Approval of previous minutes** (February 10th, 2021)

Darren motioned to accept the agenda. Motion 2<sup>nd</sup> by Linda Graham. All aye. Motion passed

**4. Business Arising from Previous Minutes**

**a. Update on Social Media Position (Grant through JCP)**

Karen gave an update that our application was denied. Kevin is scheduling a meeting with them to gain guidance over what criteria they are looking for.

**b. Update on CUA application**

Linda gave an update that our application did not make the cut. They had over 642 applications and 19 were filled.

**c. Update on Digbyarea.inspire.world**

The organizers would like a list of members that are interested in being a part of the DigbyArea pages. It is suggested that we send out an email to our membership and include it in our newsletter to the membership to invite interested businesses. We will then pass interested business information on to inspire.world administration. This platform has been used in the US and is new to Canada, so we do not have any traffic stats that the site creates for participating businesses. There is no cost to participating businesses. DATA would receive 5% of transactions that occur through participating businesses. Inspire would receive 5% of transactions. Each participating business would either have to discount their listed product by 10% or raise listed price to keep retail cost in hand.

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

**5. Treasurer's Report: (Janette)**

Linda Graham motioned to accept the financial report and 2021-22 budget from Janette. Motion 2<sup>nd</sup> by Darren. All aye. Motion passed.

**6. Marketing Committee:**

**a. Update on Digby Lights program** – 500 keychains have been quoted from Digby Print & Promo at a cost of \$1334. The DATA logo will be printed in full colour on the one side and the DATA website will be printed on the 2<sup>nd</sup> side. The motion to spend the budgeted monies designated for the Digby Lights program was raised by Shelley and 2<sup>nd</sup> by Linda Graham. All aye. Motion passed.

**b. Digby Area Trails Map** – Greg presented the cost for printing the newly completed Digby Area Trails Map from Thomas Zuberbueler and Jonathan Riley. The map would be a full pull out map guide, printed both sides. The map would be distributed through the VIC and through the Digby Lights program. The motion to spend the budgeted monies designated for the map was raised by Greg Turner, 2<sup>nd</sup> by Amy Tudor. All aye. Motion passed.

**c. Guidebook:** Stickers have arrived. Sheets of 25 will be supplied in envelope with instructions to VIC workers to apply them to guidebooks.

**7. New Business:**

**a. Nominations for new Board members**

- Greg to reach out to membership. Majority of current board is willing to stay on another term.

**b. Membership Newsletter:** Amy Tudor has agreed to be the editor of the newsletter. Each board director will be responsible to gather stories/events to submit to Amy from their area. The newsletter will be a direct communications mode to our membership. The intent is to publish quarterly. Deadline for submissions to Amy is the last Monday of the month. Published 1<sup>st</sup> Monday of Quarter month.

**10. In-Kind Reports:**

**a. Board of Trade: n/r**

**b. Municipality: n/r**

**c. Town / VIC:** Levy update: Gordon Wilson waiting to see the Spring session starts and will put it on the agenda

**11. Next Meeting:** Wednesday, April 14<sup>th</sup>, 2021

**12. Adjournment:** Motion to adjourn by Janette.