



DATA BOARD OF DIRECTORS

June 16th, 2021, 2pm

Via Zoom

MEETING NOTES

1. Present: Karen Enright, Linda Wielinga, Darren Carey, Tina Frost, Angela Thurber, Amy Tudor, Janette Andrew

Regrets: Greg Turner, Peter Turnbull, Shelley Lonergan, Hal Theriault, Stacey Doucette

2. Agenda: Approval/Additions/Deletions

Motion to accept agenda: Tina. 2nd by Janette. All aye. Motion passed.

3. Approval of previous minutes (May 26th, 2021)

Motion to accept Notes: Darren. 2nd by Tina. All aye. Motion passed.

4. Old Business:

a. Job Applications update

- executive had meeting to look over applications.
- Interviews for the Staff Tourism Development Manager will be contacted and performed by exec.
- Summer position job posting

Motion to potentially use budget monies (up to \$2000) to provide equipment for summer employee by Darren. 2nd by Janette. All aye. Motion passed.

b. Update on By-Laws: Social Media Policy – tabled

- c. Guide distribution** – Advocate has sent out deliveries to provincial VIC's (Yarmouth, Halifax). Local businesses need to be delivered. Darren will find out what provincial VIC's will be open this year. Guides can be picked up at Casa Nova Beverages from Karen. Be sure to pick up the sticker pages for each box.

Tiverton VIC – Tina. Bear River VIC – Karen. Clare VIC – Karen.

5. Treasurer's Report June 16, 2021 – attached - Janette

Motion to accept report: Tina. 2nd by Darren. All aye. Motion passed.

6. Marketing Committee:

- a. Update on "Digby Lights"** - Local Lighthouse Tour program. Karen is going to reach out to the manager of the Digby VIC to update them on the program. Amy can bring kits to Brier Island. Darren to bring to Bear River businesses. The tour will be featured in the VanGuard paper. It is also featured as an itinerary item on Tourism Nova Scotia site.

7. New Business:

- a. NS announcement on Tourism Support** – posted to membership and will be on social media

b. Digby Trails Map amendment - Tina

- The Whale Cove Trail crosses through private land. It now needs to be removed from the new Trails map. They will be adding stickers to the map to update it. Request

8. In-Kind Reports:

- a. Board of Trade: no report**

- b. Municipality:** The Municipality did get ownership of Bear River/Smith Cove Lighthouse. Would love to see it added to the tour next year.

- c. Town / VIC: no report**

9. Next Meeting: AGM Wednesday, July 21st, 2021 @ 7pm, Trinity Anglican Church Hall, DATA Board meeting to follow

10. Adjournment: Motion to adjourn: Tina