



DATA BOARD OF DIRECTORS MEETING

August 18th, 2021, 6:30pm

Trinity Anglican Church

Meeting Notes

1. **Present:** Karen Enright, Linda Wielinga, Janette Andrew, Hal Theriault, Kevin Ellis, Linda Graham, Angela Thurber, Tina Frost, Tamara
2. **Regrets:** Greg Turner, Peter Turnbull, Darren Carey, Shelley Lonergan
3. **Agenda: Approval/Additions/Deletions**
Motion to approve agenda: Kevin, 2nd by Tina. All aye. Approved.
4. **Approval of previous minutes** (June 16th, 2021)
Motion to approve previous meeting notes: Linda G, 2nd by Tina. All aye. Approved.
5. **Old Business:**
 - a. **Guide Design 2022:** Decided that a sub committee would form to discuss division of work needed to publish next edition. Committee formed of Karen Enright, Janette Andrew, Tina Frost, Linda Graham. Will meet on August 25th, 2021. Deadline for advertisements will be set for October 31st, 2021.
6. **Treasurer's Report – Janette**
Motion to approve finance report: Tina, 2nd by Linda Graham. All aye. Approved.
7. **Marketing Committee:**
 - a. **Update on “Digby Lights”**
Weekly draws for sponsored prizes will start mid August and run through to Thanksgiving to generate excitement to the Lighthouse tour
 - b. **Update on Summer Marketing Team : Doug, Jess, Olivia**
 - Doug's August report attached
 - Motion to purchase \$100 gift card(+processing fees) for Jess and Olivia to say thanks for the great work they have provided this summer to promote the Digby Area. Motion moved by Tina, 2nd by Linda G. All aye. Approved
8. **New Business:**
 - a. **NS Shop Local Video Campaign Application**
 - Doug filed the grant application with the help of the executive and we were awarded a grant for \$25,000 to produce 3 video shorts (30 secs each) celebrating our area's diversity and natural beauty. Video's will need to be produced before the end of the year. Focus on securing local videographers (Andrew Tolson, Alderkin, Zane Lynch)
 - b. **Digby Trails Map update** – maps can be picked up at Digby VIC. Map well received and appreciated by visitors.
 - c. **Membership Dues Campaign 2021-22:** Yearly membership runs from April 1st to March 31st
 - d. **“Empire Sandy” tall ship:** owner from the King George in Annapolis Royal has a partnership with the owner of the Empire Sandy. The idea is to get this tall ship to come to Annapolis Royal and

Digby next summer for tours around the Basin, possibly dinner theatres and longer 3-4 day sails. Karen to look into a proposal from ACOA to gain funds to bring the ship here.

e. Digby Neck Fam Tour: Tina gave a report that she was able to organize a number of tours for the Digby VIC staff to view the Digby neck and experience accommodations, whale and lobster experience tours and dining. The VIC appreciated these experiences for their own knowledge of the area to share with visitors. We need to look into offering these type of experiences for the staff each year.

9. In-Kind Reports:

a. Board of Trade: Hosted Candidates forum for the Provincial elections at the Legion. Data will send a thank you card for years of service to outgoing MLA Gord Wilson and a welcome card for incoming MLA Jill Balsler.

b. Municipality: no report

c. Town / VIC: Levy: Word from the town is that the Levy will be initiated by April 1st, 2022. We would like to request it starts by January 1st, 2022 to allow for a soft rollout before the busy season starts. Karen to send a memo to the town requesting the January start date.

10. Next meeting: Wednesday, September 8th @ 6:30pm at Trinity Anglican Church

11. Adjournment: Motioned by Janette