



DATA BOARD OF DIRECTORS MEETING
December 8th , 2021, 2:00pm
Trinity Anglican Church
Meeting Notes

- 1. Present:** Darren Carey, Janette Andrew, Linda Graham, Kevin Ellis, Linda Wielinga, Greg Turner, Doug Ralph
Regrets: Karen Enright, Tina Frost, Angela Thurber, Hal Theriault, Shelley Lonergan, Peter Turnbull
- 2. Agenda: Approval/Additions/Deletions**

Motion to accept agenda Kevin. 2nd by Greg. All aye. Approved.
- 3. Approval of previous minutes** (November 10th , 2021)

Motion to accept previous meeting notes Janette. 2nd by Linda G. All aye. Approved.
- 4. Old Business:**
 - a. Membership Dues Campaign 2021-22/Ad Costs:** Ad deadline is end of January. Linda W. to create a Google document that can be viewed by all DATA Board Directors to see live status of membership and ad collections in order for them to reach out to their businesses in their areas.
 - b. Levy Update** – Not all accommodations are pleased with levy concept. Need some PR from Township to help businesses to understand levy rollout and purposing.
 - c. Digby Visitor Guide:** The contract for Advocate to print the guides was signed off and mailed to Lori Ryan @ Advocate. Total cost for 15,000 guides is quoted at \$14,270,000. Decisions regarding shipping locations and quantities to be delivered will be assessed in the early spring 2022.
 - d. Digby Trail Map:** The contract from Advocate has multiple cost examples based on quantity request. This contract will be emailed to Karen Enright to discuss with Municipality in regards to sharing costs and determining quantity order. Greg Turner suggested that an editing committee be formed to review the map before sending it to print.
- 5. Treasurer's Report – (December 8, 2021 report)**

Motion to accept Treasurer's report Linda G. 2nd by Kevin. All aye. Approved.
- 6. Marketing Committee:**
 - a. Marketing notes from December.** Darren presented summary of marketing committee ideas to board. Continued focus on social media initiatives. New initiatives such as promoting local trails as "Coastal Adventures", host geocaching spots and prizes, fit-bit tie in to various locations in area. Next marketing meeting in January.
- 7. New Business:**
 - a. TMAC – Southwestern hosting conference in 2022 in Yarmouth (June 22-26, 2022)**
 - Pre conference tour of Digby area will be held on Monday, June 20 – 21st
 - suggested itinerary : Monday afternoon @ Bay of Fundy Lobster Tour, supper at Sydney Street Pub, Local beer and wine tasting @ venue TBD (membership invited). We would want to gather information/gifts from local member businesses to hand out in a gift bag to each media traveller. Media travellers plus their guide and driver will be put up at local member accommodations. A budget of \$2,500 is anticipated to cover these costs to host this pre-conference event. A motion to approve \$2,500 budget to host these travel media on June 20-21st, 2022 made by Greg. 2nd by Kevin. All aye. Motion approved.
- 8. In-Kind Reports:**
 - a. DATA Staff / Doug Ralph:** Doug to meet with Executive to discuss new ideas for Membership /Guide Ad drives. Presently working on promoting new Digby Area videos, analyzing website for updates, and attended the STAR Tourism Seminar in Annapolis Royal. Increased desire for Annapolis Royal to partner with Digby area for tourism initiatives.
 - b. Board of Trade:** Update on Tall Ships coming to Annapolis Basin venture: Friends of the Carisle Inn had made a request to bring their tall ship to the Annapolis Basin as a tourist attraction and event. The costs involved to both bring the ship and dock the ship would be approx. \$250,000. Unfortunately no grants or sponsorship to this financial level has been achieved to date.
 - b. Municipality:** no report
 - c. Town / VIC:** no report
- 9. Next meeting: January 12th, 2021 @ 2pm @ Trinity Anglican Church**
- 10. Adjournment: Motion by Janette. All aye.**