



DATA BOARD OF DIRECTORS MEETING

April 13th, 2022, 2:00pm

Via Zoom

Meeting Notes

1. **Present:** Karen Enright, Darren Carey, Linda Wielinga, Greg Turner, Doug Ralph, Peter Turnbull, Angela Thurber, Shelley Lonergan, Janette Andrew, Kevin Ellis
Regrets: Linda Graham, Stacey Doucette, Hal Theriault, Amy Tudor,
2. **Agenda: Approval/Additions/Deletions**
Motion to accept agenda Kevin 2nd by Darren. All aye. Approved.
3. **Approval of previous minutes** (March 16th, 2022)
Motion to accept previous meeting notes Tina. 2nd by Shelley. All aye. Approved.
4. **Old Business:**
 - a. **Digby Visitor Guide:** Proofreading will be conducted this week before submitting to Advocate. Final digital files to be submitted by Friday, April 22'22.
 - b. **Grant Applications status:**
 - i) TNS Digital Content Application approved. Communications of process to be conducted through the TNS Basecamp website.
 - ii) Federal Re-Opening Grant – still pending (Tall Ships Event proposal)
 - iii) Federal Summer Jobs applications – still pending
 - iv) Provincial Culture & Heritage application – still pending
 - v) Township Grant: still pending
 - vi) Municipality Grant: still pending
 - c. **Digby Trails Lighthouses and Open Spaces map reprinting:** Karen has been in communications with Jeff Sunderland from the Municipality and Jeff has confirmed that the municipality will have the ownership role of the map. The board has agreed to contribute \$2000 towards a 10,000 count print run. Tina has agreed to distribute to businesses along the Digby Neck. Doug and Greg are willing to help in distribution. Doug to communicate to membership that they can pick up maps from either the Municipality office or the Digby VIC. Linda W. to communicate to Jonathan Riley to add DATA's website underneath the DATA Logo on the map artwork.
 - d. **TMAC Tour:** TMAC will be renting 2 vans for the pre – and -post conference tours to Digby. We have been asked to supply drivers (who will also act as tourguides) for these tours. Accommodations and meals will be supplied. Each van tour will have 3 media influencers in the tour. Karen to follow up with TMAC regarding insurance of drivers being covered by TMAC. Regular driver licensing is required. Pre TMAC tour will pick up media influencers in Halifax @ 8:30am on June 20'22. After tour, the van will have to be returned to Halifax rental office. Karen to call Sea Biscuit to arrange lunch boxes for the June 20th tour stop in Digby. The post conference tour will require pickup of media influencers in Yarmouth and brought to Digby. Karen will communicate itinerary once it is available.
5. **Treasurer's Report – (April 13th, 2022 report)**
Motion to accept Treasurer's report Darren. 2nd by Greg. All aye. Approved.
6. **Marketing Committee:**
 - a. **Website/Email update:** Marketing committee continue to look into options with Doug re: quotes and budget
7. **New Business:**
 - a. **Levy paused by Province:** letters from Harbourview and Bayside with concerns of how the levy rollout has been communicated at such short notice. Jill Balsler will look into details of the pause.
 - b. Certificate from Jill Balsler (MLA): speech commending DATA in the House of Commons
 - c. **AGM:** date set for Wednesday May 18th @ 6pm at the Trinity Anglican Church. Invite notice posted to membership and on social media channels.
8. **In-Kind Reports:**
 - a. **DATA Staff / Doug Ralph:** Doug will reach out to membership for content drive to submit photos of their business highlights. He is presently re-posting last summer highlights to engage enthusiasm for this summer's activities to come. He would like to create micro-influencers from across our area to get the word out
 - b. **Board of Trade:** Spring into Summer Trade Show scheduled for June 18th @ the Arena.
 - b. **Municipality:** Chris D'Entremont can assist in CSJ applications.
 - c. **Town / VIC:** DATA can have up to 3 representatives on the Levy Committee.
9. **Next meeting:** May 18th, 2022 @ 7pm (right after AGM) at Trinity Anglican Church
10. **Adjournment:** Motion by Tina. All aye.