



DATA BOARD OF DIRECTORS MEETING

February 8th, 2022, 2:00pm

Via Zoom

Meeting Notes

- 1. Present:** Karen Enright, Darren Carey, Janette Andrew, Linda Graham, Linda Wielinga, Greg Turner, Doug Ralph, Peter Turnbull, Tina Frost, Stacey Doucette, Kevin Ellis, Hal Theriault
Regrets: Amy Tudor
- 2. Agenda: Approval/Additions/Deletions**
Motion to accept agenda Hal. 2nd by Linda G. All aye. Approved.
- 3. Approval of previous minutes** (January 12th, 2022)
Motion to accept previous meeting notes Darren. 2nd by Tina. All aye. Approved.
- 4. Old Business:**
 - a. Membership Dues Campaign 2022:** Doug continues to reach out to businesses. A lot of new businesses have signed up which is really good to see.
 - b. Digby Visitor Guide:** Linda W. has to rebuild the entire guidebook layout. Deadline for final design April 1st to Advocate Printers. Signoffs on printer proofs are the end of April. Shipping the end of May to VIC's.
 - c. Digby Trail Map:** No word from Jonathan Riley/Thomas. Jeff Sunderland from the Municipality is still awaiting to hear from them as well.
 - d. TMAC** – Karen to touch base with Neil to get promotional information about TMAC to share with membership. Need to have some more planning on social event/venue. Everything else all in place to host.
- 5. Treasurer's Report – (February 8, 2022 report)**
Motion to accept Treasurer's report Tina. 2nd by Darren. All aye. Approved.
- 6. Marketing Committee:**
 - a. Newsletter:** like to make this more regular to help increase communications to members.
 - b. Website/Email:** looking into an update. Doug gathering quotes. Would like to make it more user friendly, interactive map. Looking into some grant money for this.
- 7. New Business:**
 - a. Tall Ships Grant Application:** application made to this Federal re-opening grant program was made by a committee. Very extensive application. We did receive a confirmation that our application was received.
 - b. Grant Application to CCTH:** application was made in conjunction with the Tall Ships application.
- 8. In-Kind Reports:**
 - a. DATA Staff / Doug Ralph:** Doug is continuing his follow-up with members and getting ad into guidebook. Ramping up social media to generate interest for the area for summer planners. Engagements are rising.
 - b. Board of Trade:** no report
 - b. Municipality:** 1st reading of Levy proposal went through with no opposition. 2nd reading scheduled for end of February.
 - c. Town / VIC:** 2nd reading of Levy proposal was passed with no opposition. The VIC is looking to re-open mid May.
- 9. Next meeting: March 9th, 2022 @ 2pm via Zoom.**
- 10. Adjournment: Motion by Linda Graham. All aye.**