



## DATA BOARD OF DIRECTORS MEETING

January 12<sup>th</sup>, 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, Angela Thurber, Stacey Doucette  
**Regrets:** Kevin Ellis, Shelley Lonergan,
- 2. Agenda: Approval/Additions/Deletions**  
Motion to accept agenda Linda G. 2<sup>nd</sup> by Tina. All aye. Approved.
- 3. Approval of previous minutes** (December 8<sup>th</sup>, 2021)  
Motion to accept previous meeting notes with corrections to the Visitor Guide printing costs amended, Darren. 2<sup>nd</sup> by Linda G. All aye. Approved.
- 4. Old Business:**
  - a. Membership Dues Campaign 2022:** Doug continues to reach out to businesses. A lot of businesses are rethinking their business plans right now, so there is a lot of uncertainty. Doug and Linda will update the online spreadsheet and make that available to the board. Approx. ½ the previous members have renewed to this point.
  - b. Digby Visitor Guide:** The Visitor Guide Committee will meet at Linda Wielinga's house on Wednesday January 19<sup>th</sup> @ 1pm to go over the content pages for the 2022 Guidebook.
  - d. Digby Trail Map:** Contact with Jeff Sunderland from the Municipality was made and ownership of the Trail Map was discussed. Jeff to get back to us regarding shared costs. Karen also emailed the designer of the map to verify credit and copyright.
- 5. Treasurer's Report – (January 12, 2022 report)**  
Motion to accept Treasurer's report Tina. 2<sup>nd</sup> by Darren. All aye. Approved.
- 6. Marketing Committee:**
  - a. Digi-Port Hub (co-sponsored by TDAP + TNS)** – a great new marketing resource site for all tourism businesses in Nova Scotia. Doug will feature an article in the Newsletter on this to our membership
  - b. TNS Marketing Digital Content Application:** A motion for DATA to support the Digital Marketing Program from TNS with a commitment of a \$10,000 contribution (\$7500 match from TNS) by Greg. 2<sup>nd</sup> by Darren. All aye. Motion approved.
  - c. Website/Email:** Doug looking into grant applications to help us bring our website and email to a more up to date platform.
  - d. Newsletter:** The board agreed upon the newsletter being used as a central communication device that is not penned into a seasonal publishing. Doug will continue to fill in articles / pieces of communications from the board in the newsletter and publish to membership when necessary.
- 7. New Business:**
  - a. 2022 Summer Employment Positions:** Board has agreed to apply for 2 summer positions who would be under the supervision of Doug
  - b. Grant Applications:** The Township and Municipality Grant applications will be filed by the end of January.
- 8. In-Kind Reports:**
  - a. DATA Staff / Doug Ralph:** Doug is spending a lot of his time visiting local businesses and talking with membership. A lot of the feedback from membership is coming from a stressed community. Doug will submit a full report outlining some of memberships feedback. Doug has completed all necessary expenses to the Chamber Grant Support-Buy Local campaign.
  - b. Board of Trade:** no report
  - b. Municipality:** 1<sup>st</sup> reading of Levy proposal is on January 25<sup>th</sup>, 2022
  - c. Town / VIC:** 1<sup>st</sup> reading of Levy proposal was passed. 2<sup>nd</sup> reading sometime in Febraury.
- 9. Next meeting: February 9<sup>th</sup>, 2022 @ 2pm via Zoom.**
- 10. Adjournment: Motion by Janette. All aye.**