



## DATA BOARD OF DIRECTORS MEETING

March 16th, 2022, 2:00pm

Via Zoom

# Meeting Notes

- 1. Present:** Karen Enright, Linda Graham, Linda Wielinga, Greg Turner, Doug Ralph, Peter Turnbull, Stacey Doucette, Hal Theriault, Amy Tudor, Angela Thurber, Shelley Lonergan  
**Regrets:** Darren Carey, Janette Andrew, Tina Frost
- 2. Agenda: Approval/Additions/Deletions**  
Motion to accept agenda Hal. 2<sup>nd</sup> by Linda G. All aye. Approved.
- 3. Approval of previous minutes** (February 8th, 2022)  
Motion to accept previous meeting notes Linda G. 2<sup>nd</sup> by Amy. All aye. Approved.
- 4. Old Business:**
  - a. Digby Visitor Guide:** We have received \$12,440 in ad monies so far for the guidebook. It is great to see new businesses want to advertise in the ad and of course the dedicated commitments of previous businesses to carry on advertising with us. Guide committee needs entries for high resolution photos to be considered. Please send these to [tourism@digbyarea.ca](mailto:tourism@digbyarea.ca). Linda W. will send a step by step on how to send high res. Photos via google drive.
- 5. Treasurer's Report – (March 16, 2022 report)**  
Motion to accept Treasurer's report Amy. 2<sup>nd</sup> by Linda G. All aye. Approved.
- 6. Marketing Committee:**
  - a. Newsletter:** Doug has issued monthly newsletters to membership since the new year. This mode of communication has been well received with open rate at 57%. He continues to look for "Business News Features" to highlight. If you have one, please send it along to: [doug@dougralph.com](mailto:doug@dougralph.com)
  - b. Website/Email:** Doug has gathered some quotes and met with one business designer from Halifax. He will share and discuss this at the next executive meeting. Doug recommends that we put a yearly budget in place with a retainer for updates. Our present website content needs to be updated as well as fixing the backend editing and security features for the site. Doug has applied for a website bootcamp program and has been researching on the DigiPort site (<https://nsdigiport.ca/> - any business in tourism in Nova Scotia can make a free account on this site)
- 7. New Business:**
  - a. Grahams Pioneer Retreat:** new owners have purchased the cottages and are excited to join DATA. Linda G. will invite them to the next in-person board meeting to meet the directors.
- 8. In-Kind Reports:**
  - a. DATA Staff / Doug Ralph:** (report attached)
  - b. Board of Trade:** no report
  - b. Municipality:** Final reading of Levy proposal went through with no opposition on February 22<sup>nd</sup> 2022. The Municipality and Township are working together to produce a communication with all accommodations to initiate starting April 1<sup>st</sup> 2022.
  - c. Town / VIC:** Confirmation that the Town will work with Municipality on a communication to all accommodation businesses in the Digby area regarding the upcoming levy to start April 1<sup>st</sup>, 2022
- 9. Next meeting: April 13<sup>th</sup>, 2022 @ 2pm**
- 10. Adjournment: Motion by Hal Theriault. All aye.**