



## DATA BOARD OF DIRECTORS MEETING

May 18th, 2022, 7:15pm

Trinity Anglican Church, Digby

# Meeting Notes

1. **Directors Present:** Karen Enright, Darren Carey, Linda Wielinga, Doug Ralph, Angela Thurber, Janette Andrew, Kevin Ellis, Amy Tudor  
**Guests:** Greg Metcalf (Harbourview Inn), Brendan Enright (Casa Nova Fine Beverages), Fred Hawthorne (Impact Videos), Barb Jolicoeur (Home From Away Inn), Sonya Frost (Sissiboo River Retreat), Virginia Tudor (Brier Island Lodge), Attie Kruger (Harmony Inn), Angela Turner (Bayside Inn), Glenn Squires (Digby Pines)
2. **Agenda: Approval/Additions/Deletions**  
Finance Report added to agenda. Motion to accept agenda Darren 2<sup>nd</sup> Amy. All aye. Approved.
3. **Approval of previous minutes** (April 13th, 2022)  
Motion to accept previous meeting notes Janette. 2<sup>nd</sup> by Kevin. All aye. Approved.
4. **Old Business:**
  - a. **Digby Visitor Guide:** Guides are in print production presently. Guides will be shipped out to provincial VIC's on Monday, May 30'22.
    - Digby Tourism Information Centre: **Digby: 10,000**
    - Halifax Waterfront VIC: **Halifax: 1200**
    - Peggys Cove VIC: **Peggys Cove: 1000**
    - Amherst VIC: **Amherst: 1000**
    - Halifax International Airport: **Enfield: 1200**
    - Port Hastings VIC: **Port Hastings: 600**
  - b. **TNS Digital Content:** Doug reported that we are partnered with TNS to have them push our digital assets of our new video shorts out into the international media markets specifically targeting Europe, Maine, Quebec and Ontario.
  - c. **Summer Jobs Applications:** Linda reported that we have 2 job positions approved this year. One position for Social Media Manager and one position for Information Technician who will capture video and photo assets from the area businesses this summer. Both positions are posted on the Canada Job Bank and on facebook. It was announced that if anyone has a recommendation for these positions to please email DATA. A question was asked if mileage would be covered for these positions and that was affirmed that mileage from within travel in the Digby Area is compensated.
  - D. Grant Applications status:**
    - i) Federal Re-Opening Grant – still pending (Tall Ships Event proposal)
    - iii) Federal Summer Jobs applications – approved
    - iv) Provincial Culture & Heritage application – denied
    - v) Township Grant: received (\$7,000)
    - vi) Municipality Grant: still pending
  - c. **Digby Trails Lighthouses and Open Spaces map reprinting:** Jonathan Riley has confirmed that the new trails map has been printed and will be delivered this week. Copies will be dropped off at the Digby VIC and some can be picked up at the Digby Municipality office. The DATA website has been added by Thomas to the artwork.
  - d. **TMAC Tour:** Karen gave an update that DATA is sponsoring 3 tours (Pre and Post conference) to media travellers to the Digby area in June 2022.
  - e. **Digby Area Levy:** Karen gave an update that DATA has not received any further requested written updates from the Town or Municipality on the status of the paused levy. Karen opened up discussion on the floor. The main discussion points of concern raised from those in attendance were the following;
    - Accommodations did not feel they have had a voting voice in this process
    - No communications of development of the levy installation for 2 years (since the public forums) until accommodations received a letter from the TOD a week before By-Law of the Levy was to start.
    - Concern about the strategy structure of the levy. Concern about how the levy monies will be governed and spent and by whom.
    - the understanding from the public forums was that DATA would be granted the responsibility of the levy monies distribution in marketing the Digby Area. The communication from the TOD does not seem to indicate this.
    - concerns about how pre-reservation contracts before levy initiated will be handled. How can these be collected for the levy if the contracts are already purchased and negotiated? Does accommodation owners have to pay these out of pocket?
    - will the levy include all “registered accommodation businesses” (including AirBnB)?
    - does tax have to be applied on levy?

- Why did the province pause the levy?
- concern of when the timing might occur for the levy to start – how do accommodations prepare for something they do not know when it will be initiated.
- Request that DATA advocate on behalf of member accommodations with these concerns

Karen agreed to send a follow-up letter to TOD and MOD to request consultation with area industry for how the levy will be handled.

**5. Treasurer's Report – (May 18th, 2022 report)**

Motion to accept Treasurer's report Darren. 2<sup>nd</sup> by Amy. All aye. Approved.

**6. New Business:**

**a. Area Representation:** Glenn Squires will follow up with one of his staff personnel from Digby Pines to join as the Digby representative on the board.

**8. In-Kind Reports:**

**a. Board of Trade:** Spring into Summer Trade Show scheduled for June 18<sup>th</sup> @ the Arena. Business Awards dinner at the Pines in September. Bear Island is in progress to be designated as a Bird Sanctuary. On June 24<sup>th</sup>, DBoT will be hosting a Hospital Foundation Golf Tournament at the Pines. Motion by Kevin Ellis to have DATA sponsor a hole sponsorship for \$145. 2<sup>nd</sup> by Amy. All aye. Motion passed.

**b. Municipality:** no report

**c. Town / VIC:** no report

**9. Next meeting:** June 15<sup>th</sup>, 2022 @ 2pm at Digby Pines.

**10. Adjournment:** Motion by Janette. All aye.