



DATA BOARD OF DIRECTORS MEETING
November 10th , 2021, 2:00pm
Trinity Anglican Church
Meeting Notes

- 1. Present:** Karen Enright, Darren Carey, Janette Andrew, Linda Graham, Tina Frost, Angela Thurber, Linda Wielinga, Shelley Lonergan, Peter Turnbull
Regrets: Kevin Ellis, Hal Theriault, Greg Turner
- 2. Agenda: Approval/Additions/Deletions**
Motion to accept agenda Tina. 2nd by Linda G. All aye. Approved.
- 3. Approval of previous minutes** (October 21st , 2021)
Motion to accept previous meeting notes Linda G. 2nd by Shelley. All aye. Approved.
- 4. Old Business:**
 - a. Membership Dues Campaign 2021-22/Ad Costs:** Doug is canvassing town businesses meeting them in person. Receipts will be issued by Linda W.
 - b. Levy Update** – Karen reply from the Municipality and Town both reported that the earliest date to receive levies is April 2022. 1st readings is scheduled for January 2022.
- 5. Treasurer's Report – see report attached**
Summer Employees final payments received from Federal Government program. Motion to accept Treasurer's report Darren. 2nd by Tina. All aye. Approved.
- 6. Marketing Committee:**
 - a. Marketing meeting for December 1st to review new ideas for next year**
 - b. Update on NS Local Video project :** All 3 videos are finalized and Doug will release one at a time each Friday this month. Members are encouraged to share these throughout their media channels to increase reach. Doug will utilize approved media budget to push the video releases throughout the social media networks. Ask Doug to send the videos to travel agencies as well.
 - c. Digby Guide update:** Linda W. has agreed to manage the design layout of the visitor's guide. Darren motioned for the purchase of Adobe Cloud Creative Suite software to manage all design and production requests. Tina 2nd . All aye. Approved.
Digital flipbook of the 2022 Visitor guide should be sent to travel agencies as well.
- 7. New Business:**
 - a. Digby Trails Map reprinting:** Cost to reprint from Advocate is \$3,300 for 5000 maps. Darren to look into other printer quotes. Karen to write a letter to Municipality to suggest sharing costs for reprinting.
 - b. Maud Lewis brochure:** Hal and Linda W will work collaboratively on the redesign of this. Reprint will be done locally at Digby Print & Promo for approx. \$568 for 5000 copies
- 8. In-Kind Reports:**
 - a. Board of Trade:** no report
 - b. Municipality:** no report
 - c. Town / VIC:** no report
- 9. Next meeting: December 8th, 2021 @ 2pm @ Trinity Anglican Church**
- 10. Adjournment: Motion by Janette. All aye.**