



DATA BOARD OF DIRECTORS MEETING

June 15th, 2022, 2:00pm

Admiral Digby Museum

Meeting Notes

1. **Directors Present:** Karen Enright, Darren Carey, Linda Wielinga, Doug Ralph, Angela Thurber, Kevin Ellis, Amy Tudor, Stacey Doucette, Peter Turnbull, Tina Frost
Regrets: Janette Andrew, Greg Turner, Shelley Lonergan, Hal Theriault
2. **Agenda: Approval/Additions/Deletions**
Change of location to the Admiral Museum. Motion to accept agenda Tina 2nd Amy. All aye. Approved.
3. **Approval of previous minutes** (May 18th, 2022)
Motion to accept previous meeting notes Stacey. 2nd by Tina. All aye. Approved.
4. **Old Business:**
 - a. **Digby Visitor Guide:** Guides have been delivered across our provincial VIC's. The majority of guides are here at the Digby visitor centre.
Karen to take guides to Yarmouth: **Yarmouth VIC: 400, Cat: 600**
Amy to arrange guides for Brier businesses: **Haley O'Neil**
 - b. **Digby Levy Update:** Karen and Darren met with Digby Mayor, Warden and MOD CAO after our members voiced their concerns from the AGM. There will be no more public consultations. The Digby levy is based on the Yarmouth levy. The monies will be handled through DATA and the Levy committee. The proposed restart of the levy will be January 1st, 2023. Public is welcome to attend 1st and 2nd readings from the Town (September and October). Every registered accommodation in Digby will be included in the Levy collection. We are looking for a DATA representative on the Levy committee who lives in Digby. Please forward DATA member names to: tourism@digbyarea.ca. Karen will follow up with MOD CAO regarding our MLA's assistance to lost revenues this year due to the levy delay.
 - c. **TMAC update:** Karen has been busy with the TMAC organizers of this year's conference getting all the details worked out. Doug Ralph and Henry Wielinga will be drivers/tour guides for the pre and post conference tours. Karen and Darren are hosting the Social for the tours to be held on Monday June 20th and Monday June 27th (8pm – 9:30pm) at the Old Visitor Centre building on Shore Road. There will be wine and cider tastings and Scallop shucking demonstrations. Suggestion to have a playlist of local musicians/bands playing on speakers during the social. Board directors are invited to attend this social to welcome our media guests. Karen to send itinerary to Amy and Stacey.
 - d. **Summer Employment update:**
We are still looking for more applications for the Videographer/Photographer position. Please send an email to: tourism@digbyarea.ca with any recommendation contacts.
5. **Treasurer's Report – no report**
6. **Marketing Committee**
Running the Digby Lights program again this year. Please email tourism@digbyarea.ca if you would like to donate prizes. Doug will run media campaigns suggested from the Marketing committee throughout the summer.
7. **New Business:**
 - a. **Electric City:** Stacey reported that their new office will be situated in the old Historical Building in Weymouth with the possibility of taking over the bank building as well. Great news of these exciting new steps forward.
8. **In-Kind Reports:**
 - a. **Board of Trade:** DBoT will be meeting next week with a guest speaker who will be talking about the steps of hiring foreign workers.
 - b. **Municipality:** Angela will take our new 2022 Guidebooks to their table at the Spring into Summer show in the Arena this Saturday. We also received the MOD grant cheque of \$10,000 towards our budget.
 - c. **Town / VIC:** requested to Peter to ask if the VIC opening hours could be extended later in the afternoon when the ferry starts its two run trips from Saint John.
9. **Next meeting:** July 13th, 2022 @ 2pm – location TBD
10. **Adjournment:** Motion by Kevin.