



DATA BOARD OF DIRECTORS MEETING

August 17th, 2022, 2:00pm

Trinity Anglican Church

Meeting Notes

1. **Directors Present:** Darren Carey, Linda Wielinga, Doug Ralph, Angela Thurber, Kevin Ellis, Janette Andrew, Linda Graham
2. **Regrets:** Karen Enright, Greg Turner, Shelley Lonergan, Hal Theriault, Amy Tudor, Stacey Doucette, Peter Turnbull, Tina Frost
3. **Agenda: Approval/Additions/Deletions**
Motion to accept agenda Kevin 2nd Linda G. All aye. Approved.
4. **Approval of previous minutes** (June 15th, 2022)
Motion to accept previous meeting notes Kevin. 2nd by Linda G. All aye. Approved.
4. **Old Business:**
 - a. **Digby Visitor Guide:** Guides requests have been delivered by Doug, Greg, Linda W. to the following locations:
- Fundy Tidal Interpretive Centre (South Maitland), Blockhouse VIC, Digby Campground, Digby Municipal Office, Yarmouth VIC, Amherst VIC (an additional 5 boxes beyond 1st delivery), Bay Ferries Digby, Cat Ferry Yarmouth, Caledonia VIC, Windsor VIC, Cape Breton VIC's. Good responses from the VIC's, visitors are loving our guide!
 - b. **TMAC update:** Karen was a principal DATA director with the TMAC organizers of this years' conference getting all the details worked out. Doug Ralph and Henry Wielinga were excellent drivers/tour guides for the pre and post conference tours. Karen and Darren hosted the Social for the tours at the Old Visitor Centre building on Shore Road where there was wine and cider tastings and Scallop shucking demonstrations. All in all the conference delegates were able to not miss out on seeing and experiencing the Digby area. It is disappointing to not see much media coverage from the delegates show up on their channels yet talking about our area. We will continue to monitor their channels into the fall.
 - c. **Summer Employment update:**
We hired two local employees via the CSJ program. They report directly to Doug Ralph on a daily basis working on reporting and documenting local businesses and highlights of the Digby area across our media channels.
 - d. **Celebration and Commemoration Recap:** We were notified by the Federal program that our application to this year's grant monies was not accepted.
5. **Treasurer's Report – – (August 17th, 2022 report)**
We are still awaiting our funds from the CSJ program to pay our employees. Motion to accept Treasurer's report Linda W 2nd by Kevin. All aye. Approved.
6. **Marketing Committee – Doug Ralph**
 - a. **BaseCamp TNS Media Campaign Recap:** We are working with TNS in their program to increase our video assets. Focus on video content will be executed by TNS professionals. They have increased their contributions to our campaign to \$38,000 with our initial \$8,000 commitment.
 - b. **ACOA grant with Town of Digby + DATA:** We were awarded a \$20,000 grant from ACOA to update our DATA website. Monies need to be spent by September 1st. Doug has secured a contract with Oak Tree Designs out of Eastern Passage. This company was highly recommended and researched by Doug via the DigiPort Assistance program. Web development invoices will go through the Town of Digby books who is handling the ACOA funds.
7. **New Business:**
 - a. **Trademark Matter with “Canada's Natural Aquarium”:** Notice was given to us from the Law firm that was handling our trademark licensing in Ottawa. Finishing dialogue and payment will be looked into.
8. **In-Kind Reports:**
 - a. **Board of Trade:** DBoT will be meeting September 14th @ 5:30pm at the Fundy Restaurant.
 - b. **Municipality:** Angela handed out quite a few of our guidebooks at their table at the Spring into Summer show . She also dropped off guidebooks to the Access Nova Scotia office in town.
 - c. **Town / VIC:** no report
9. **Next meeting:** September 14, 2022 @ 2pm – location TBD
10. **Adjournment:** Motion by Janette