

DATA BOARD OF DIRECTORS
December 12, 2018, 2pm @ Municipality

MINUTES

Present: Greg Turner, Mary Tibbetts, George Manzer, Linda Graham, Tina Frost, Rene LeBlanc

Regrets: Darren Carey, Carol Barnes, Tom Goodwin, Peter Turnbull, Kevin Ellis

1. **Welcome:** Greg Turner opened the meeting at 2:00pm and welcomed all present. There was not a quorum which means any necessary motions will be handled via email vote.
2. **Treasurer's Report:** Greg Turner read and reviewed the attached Treasurer's report and requested a more detailed report be submitted in January which should also include the estimated Visitor Guide figures.
3. **Agenda: Approval/Additions/Deletions:** Shared Services Committee was added under New Business.
4. **Approval of previous minutes** (November 14, 2018): Minutes approved with no vote.
5. **Business Arising from Previous Minutes:** No business arising.
6. **Grants/Funding:**
 - a. **ACOA: AMR: Accelerated Market Readiness:** To finish off the ACOA program the deadline has been extended to the end of March. Remaining funds will most likely be used for another Workshop, subject matter to be determined. The trademark and/or website updating is also included in the remaining funds in the AMR program.
 - i. **Branding:** Canada's Natural Aquarium / Aquarium without Walls logo design & trademark: A meeting was held with CAO Linda Fraser and CAO Tom Ossinger to discuss assistance with the trademark. It was determined we will focus on "Canada's Natural Aquarium" with no need to add each town or area as it would just blur the focus. It was suggested the brand name "Canada's Natural Aquarium" could be used as the logo, saving the cost of a new logo and the printing that goes along with the new logo. Once we have the trademarking underway we will move along with RFP and advertising of our new brand and make decisions that need to be made.
 - ii. **Communities of Interest Workshop** (November 20th) update: This was successful and another workshop will be determined: see above: ACOA.
 - b. **TourismNS Digital Marketing:** merges IC and Digital marketing. Greg Turner reviewed a just received report from Phil Sweeney. In 2019 we will invest up to \$6,700, taxes included. Visual impact is very important and we will be doing another Inspiring Content program in 2020.
7. **Old Business:**
 - a. **TIANS 2018 Summit** report on November 27 conference / free rack cards. Linda and Mary reported on the summit; nothing to report other than what is in their printed reports. We won a free printing of 5,000 rack cards which we will take advantage of once we have our new trademark.
 - b. **Cruise Ship Readiness Workshop:** Nov. 15/16 update. This workshop was very successful. The next meeting of the Cruise Ship Committee will be held on January 15, 2019, 10am, at the Municipality.
8. **Marketing Committee: A Marketing Meeting is scheduled for Tuesday, January 8, 2019, 2pm at MODD.**

- a. **Synergy – VIC digital marketing:** This shows our Inspiring Content in each Provincial VIC. It was agreed this is a worthwhile venture and an email vote will be requested to do this again this year. The cost for 6 locations with 30 seconds loop time is \$1,853 plus HST.
- b. **Print Marketing**
 - i. **Halifax Guide** hyperlink (\$143.75) It was agreed we should again insert our hyperlink into the Halifax Guide. An email vote will be requested.
 - ii. **Where Magazine:** It was agreed we will not advertise in the Where magazine. Very expensive with little benefit.
 - iii. **Saltscapes Food & Travel Magazine:** It was agreed we will not advertise in the Where magazine. Very expensive with little benefit.
- c. **Visitor Guide:** Mary expressed a great need for salespersons. Visitor Guide will be discussed at the Marketing Meeting on January 8. Tina Frost told Mary to contact the Weymouth Board of Trade to see if those businesses would be interested. Gilbert's Cove Lighthouse & District Historical Society has requested space in the 2019 Visitor Guide; after discussion we agreed to offer some space and a letter will be sent.
- d. **Boston Globe Travel Show 2019** (January 18-20, 2019) Greg Turner will be attending the Boston show; he will again present on the Culinary Stage with Laura Muise. Bay Ferries has agreed to a trade off of in-kind services to cover the costs.
- e. **Saltscapes** (Apr 12-14 2019): DATA does not have the time, volunteers or financial resources to take the lead at Saltscapes. If the Municipality takes the lead, DATA will send volunteers to the show and distribute Visitor Guides.

9. New Business:

- a. **UNESCO Biosphere Reserve - Amazing Places** update: We are awaiting a report from Bryan Mood relative to the November 13 presentation.
- b. **Shared Services Committee:** This Committee is shared by MODD and TOD. Currently they are discussing a levy. No decisions have been made; it is information gathering only. If there is a levy it will come from the Councils and not from DATA.

10. In-Kind Reports:

- a. **Board of Trade:** no report.
- b. **Municipality:** no report.
- c. **Town:** no report.
- d. **VIC:** no report.

11. Next Meeting: January 9, 2019, 2pm @ Municipality

12. Adjournment: Adjournment was called at 3:30pm.