



**DATA BOARD OF DIRECTORS MEETING**  
**October 12th, 2022, 2:00pm**  
**Digby Municipal Council Room**  
**Meeting Notes**

**Directors Present:** Karen Enright, Darren Carey, Linda Wielinga, Doug Ralph, Angela Thurber, Kevin Ellis, Janette Andrew, Linda Graham, Peter Turnbull, Hal Theriault, Charles Otter

**Regrets:** Greg Turner, Shelley Lonergan, Amy Tudor, Stacey Doucette, Tina Frost

**1. Agenda: Approval/Additions/Deletions**

Motion to accept agenda Kevin 2<sup>nd</sup> Linda G. All aye. Approved.

**2. Approval of previous minutes (August 17th, 2022)**

Motion to accept previous meeting notes Darren. 2<sup>nd</sup> by Linda G. All aye. Approved.

**3. Old Business:**

**a. Levy Update: (Guest: Jeff Sunderland, CAO Municipality)** Jeff gave us an update on the work to date provincially and locally. The province announced two weeks ago that they are in consultation on a province wide Marketing Levy in order to consolidate all private members bill requests. The legislation process may occur either this fall or next spring. They are looking into details as to what rate to charge, either by number or %. Locally, the Town has approved 1<sup>st</sup> and 2<sup>nd</sup> readings of our Marketing Levy By-Law. The Municipality has approved 1<sup>st</sup> reading and will go into 2<sup>nd</sup> reading at this month's meeting. As far as Jeff sees it, the proposed start date for the Levy will be on target for January 2023 with a explanation package going to all registered Fixed Roof Accommodations in the area in November 2022. The levy will be taxable. Six members from the community will sit on the Marketing Levy Committee (residents from Town and Municipality representing a citizen, elected, & Fixed Roof Accommodation respectively). Once Levy committee is established, DATA will need to submit a work proposal for use of funds to the committee for approval.

**4. Treasurer's Report -- (August 17th, 2022 report)**

We have received our funds in full from the CSJ program. Motion to accept Treasurer's report Linda G 2<sup>nd</sup> by Kevin. All aye. Approved.

**5. Marketing Committee – Doug Ralph**

- a.** We received photo asset assistance from the Yarmouth Chamber of Commerce to document local businesses
- b.** We received an additional grant of funding for the production of 2 short videos and photo assets from TNS to feature Bear River area and Brier Island. These assets will be utilized in TNS' 2023 spring marketing agenda.
- c.** We also received grant monies from ACOA in partnership with the Town application to upgrade our DATA website. We are now working with Oaktree Marketing to deliver a new site platform with higher functionality to promote our area and member businesses.
- d.** We wrapped up with a successful Canada Summer Jobs program with two local employees who provided great insight into our area and received great marketing mentorship from Doug.
- e.** Our social media marketing campaigns this summer were very successful with many tags and people coming into the area reporting on their platforms of their experience. The Digby Area guidebook was in great demand from all the main branch provincial and local VIC's. So much so, that we had to stock our own VIC with the previous copies of our guide to hand out near the end of the season. Consideration into increasing print production for next year will be needed.

**6. New Business:**

- a. Membership Fall drive (changes to membership fees).** Discussion was led to consider incorporating DATA membership fees into the fees for the Guide ads. This would reduce the confusion of recording and collecting these fees separately as was done in the past. The proposed new guide ad fees will be sent out to the Board Directors for a email vote for approval.
- b. DATA Board meeting notes distribution.** It was requested that we distribute the general meeting notes to all our members after our meeting in an email. Presently, the notes are posted on our website for the public to view. We will make mention of this in our next newsletter. We will also include our membership in our invitation to our general meetings each month as well.

**7. In-Kind Reports:**

- a. Board of Trade:** DBoT had their feature speaker event "Getting back to Business" last night. Their next featured speaker event will take place at the Digby Pines in February as a "Robbie Burns" Charity event.
- b. Municipality:** Jill Balser was unable to secure additional funds for DATA to help aid in the loss of marketing income with the pull-out of the Levy this past spring. Jill will continue to look for other avenues of grant monies that could help us. Angela Thurber announced that at their October 25<sup>th</sup> meeting, the Municipality is looking into additional funds to be supplied to DATA.
- c. Town / VIC:** no report

**8. Next meeting:** November 9th, 2022 @ 2pm – Digby Municipality Council Room

**9. Adjournment:** Motion by Janette