



# DIGBY AREA TOURISM ASSOCIATION

## [DATA]

### 2022 ANNUAL GENERAL MEETING MINUTES

May 18<sup>th</sup>, 2022, 6pm, AGM,  
Trinity Anglican Church, Digby

- **Directors Present:** Karen Enright, Darren Carey, Linda Wielinga, Doug Ralph, Angela Thurber, Janette Andrew, Kevin Ellis, Amy Tudor
- **Guests:** Greg Metcalf (Harbourview Inn), Brendan Enright (Casa Nova Fine Beverages), Fred Hawthorne (Impact Videos), Barb Jolicoeur (Home From Away Inn), Sonya Frost (Sissiboo River Retreat), Virginia Tudor (Brier Island Lodge), Attie Kruger (Harmony Inn), Angela Turner (Bayside Inn), Glenn Squires (Digby Pines)
- **Welcome and Call to Order:** Chair, Karen Enright called the meeting to order at 6:00pm, welcomed everyone and thanked them for their attendance. 17 were in attendance.
- **Approval/Additions/Deletions to Agenda:** Chair, Karen Enright asked if there were any additions or changes to the agenda. No changes.  
*Janette Andrew made a motion to approve the agenda. Seconded by Amy Tudor. All aye. Motion carried.*
- **Approval of previous minutes (July 21<sup>st</sup>, 2021):** Chair, Karen Enright, gave everyone present a chance to review the minutes of the 2021 AGM and called for any corrections or additions. There were no corrections or additions.  
*Amy Tudor made a motion to approve the minutes of the July 14th, 2020 Annual General Meeting. Seconded by Janette Andrew. All aye. Motion carried.*
- **Chairperson Report:** Chair, Karen Enright, reviewed the year in review report and responded to all questions.
- **Treasurer's Report:**  
Financial Statement [2021]: Janette Andrew reviewed the financial statement and responded to all questions.  
Treasurer 2022-23 Budget Sheet: Janette Andrew reviewed the balance sheet and responded to all questions.  
*Darren Carey made a motion to approve the 2021 Financial Statement and 2022-23 Budget Sheet. Seconded by Amy Tudor. All aye. Motion carried.*
- **Marketing Report:** Marketing Staff, Doug Ralph, reviewed the year in review marketing report and responded to all questions. To note: Doug announced that he is in the process of collecting all DATA digital assets that will be available to all DATA members for use in their own business marketing efforts.
- **By-Law Update MOTION:** To update the DATA By Law 3.6: whereas it states: "Membership duration commences upon payment of membership fee and ends one year from date of payment" to read: "Membership duration commences from January 1<sup>st</sup> to December 31<sup>st</sup> of the same year". Vice Chair, Darren Carey, made the motion to adjust our By-Law 3.6 to the new membership duration. 2<sup>nd</sup> by Kevin Ellis. All aye. Motion carried.
- **Election of 2022-2023 Board Members**  
Chairperson: Karen Enright has re-offered to let her name stand.  
Vice-Chairperson: Darren Carey has re-offered to let his name stand.  
Past Chairperson: Greg has re-offered to let his name stand.  
Treasurer: Janette Andrew has re-offered to let her name stand.  
Secretary/Administrator: Linda Wielinga has re-offered to let her name stand.  
Long Island Representative: Shelley Lonergan has re-offered to let her name stand.  
Digby Neck Representative: Tina Frost has re-offered to let her name stand.  
Brier Island Representative: Amy Tudor has re-offered to let her name stand.

Weymouth and Area Representative: Hal Theriault has re-offered with Stacey Doucette as co-representative. This position remains as one vote only.

Municipality of Digby Appointed Representative: Angela Thurber has re-offered to let her name stand.

Digby Town Appointed Representative: Peter Turnbull has re-offered to let his name stand.

Board of Trade Appointed Representative: Kevin Ellis has re-offered to let his name stand.

Municipality of Digby Appointed Representative, Angela Thurber presented the full slate of Directors and asked three times if there were any other nominations from the floor. There were no other nominations or objections.

*Darren Carey made a motion to approve the 2022-2023 slate for Board of Directors.*

*Seconded by Kevin Ellis. All aye. Motion carried.*

● **Adjournment:** called at 7:00pm.

● The next regular Board meeting will be held this evening, **Wednesday, May 18<sup>th</sup> , 7:15pm at the Trinity Anglican Church – all are welcome to attend.**

*Respectfully submitted, Linda Wielinga, Secretary*

*Attachments: Financial Reports (Income Statements 2021, 2022-23 Budget Report)*

Digby Area Tourism Association  
Revenue and Expenses  
April 1 2021 to March 31 2022

Revenue

Funding and Grants	47,252.00
Membership Fees	3,975.00
Visitor Guide Ad Purchases	13,240.00

---

Total Income

64,467.00

EXPENSES

Adobe Inc	180.46
Advertising	6,390.10
Bank Charges	62.60
Camera Equipment	939.99
Digby Lights Project	799.54
Familiarization Tour	753.69
Gifts Given	478.80
HST Paid	6,113.05
Insurance	676.00
Interest Expense	7.26
Licenses and Fees	12.50
Marketing Team	12,783.32
Memberships	140.00
Misc. General Expense	8.37
Office Expenses	278.26
Payroll	1,725.37
Summer Employees	6,456.16
Trail Maps	3,376.00
Video Production	15,650.00
Visitor Guide 2020	-50.00
ZOOM Meetings	376.98

---

Total Expenses

57,158.45

OVERALL TOTAL

7,308.55

# Budget

April 1, 2022 to March 31, 2023

	Opening Balance		51,854.25
<b>INCOME</b>			
	Funding and Grants	Town	7,000.00
		Municipal	10,000.00
	CSJ Grant		
	CSJ Grant Used		
	Membership Fees		3,975.00
	Visitor Guide Ad Purchases		<u>13,240.00</u>
<b>Total Income</b>			<b>86,069.25</b>
<b>EXPENSES</b>			
	Adobe Inc		600.00
	Bank Charges		100.00
	Bay Ferries		2,500.00
	Branding Etc.		2,000.00
	Digby Guide		19,014.00
	Digby Lights Project		1,000.00
	Gifts Given		200.00
	Instant Flipbook - Visitor Guide		100.00
	Insurance		725.00
	Licenses & Fees		12.50
	Map Trails and Open Spaces Printing		2,000.00
	Maude Lewis Printing		500.00
	Media Tour - Yarmouth		8,000.00
	Memberships		140.00
	Miscellaneous Expenses		5,000.00
	Tourism NS Digital Marketing Program		9,918.75
	Office Expenses		400.00
	Photo & Video Content Acquisition		3,000.00
	Registry of Joint Stocks		31.15
	Social Media Marketing Team		21,528.00
	Social Media Marketing Team Expenses		2,000.00
	Synergy Screens		2,500.00
	Visitor Guide Design and Layout		4,550.00
	Website Expense		
	ZOOM Meetings		<u>600.00</u>
<b>Total Expenses</b>			<b>86,419.40</b>
<b>Overall Total</b>			<b>-350.15</b>