



## DATA BOARD OF DIRECTORS MEETING

December 14th, 2022, 11:30am  
Digby Pines Garden Room  
**Meeting Notes**

**Directors Present:** Karen Enright, Darren Carey, Linda Wielinga, Doug Ralph, Angela Thurber, Kevin Ellis, Linda Graham, Hal Theriault, Stacey Doucette, Charles Otter, Mike Bartlett

**Regrets:** Janette Andrew, Peter Turnbull, Greg Turner, Shelley Lonergan, Amy Tudor, Tina Frost, Greg Metcalf

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

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

### 2. Approval of previous minutes (November 16th, 2022)

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

### 3. Treasurer's Report – attached (November 9, 2022 report)

Motion to accept Treasurer's report Darren 2<sup>nd</sup> by Charles. All aye. Approved.

### 4. Old Business:

- a. Karen sent a grateful card of thanks to the MOD for the generous additional contribution of \$10,000 in funding
- b. Karen sent a letter of request to the Town of Digby for use of downtown VIC building if it indeed is moved to Shore Road.

### 5. Marketing Committee (Doug):

#### a) TNS Videos update:

- a. The 2 videos are in final production and will be at our disposal for use as well as TNS posting them on their media channels.
- b. A 3<sup>rd</sup> video will be produced as well from the fall footage by TNS.

b) **TIANS 2022 Conference:** Doug, Darren, Hal and Stacey were in attendance this year. A main topic of discussion from amongst tourist businesses was the lack of available staffing this summer. Digby was well represented by Glenn Squires of Digby Pines when he presented concerns over the needs of the area.

c) **Membership drive:** Doug throughout the past year and again now is calling and visiting local businesses. Main concern voiced was the need for dependable staffing.

d) **Marketing Committee:** The committee met and started the conversations about possible future ambitions and strategies. The committee is looking to meet on a more regular basis. Doug to supply meeting notes.

e) **Guidebook:** last summer, the Digby guidebook was the most sought-after guide throughout the provincial VIC's. The guide committee has started to meet and will be looking at updating content and picture assets. Guide ads are starting to be reserved for the 2023 guidebook. Linda Graham followed up with the Clare Shopper to request quotes to place a full-page ad in order to publicize that Digby Area Guide book ads are now able to be booked. The cost would be \$450. Karen will contact Megan Stark from the Clare Shopper to negotiate prices for an ad in the February issue and also in the Lobster Bay.

### 6. New Business

a. **MOTION:** Darren made the motion to spend a maximum of \$500 to place an ad in the Clare Shopper/Lobster Bay in order to recruit more guide book ad sales for the 2023 edition. 2<sup>nd</sup> by Kevin. All aye. Approved.

b. Doug and the Executive have approved a Marketing Strategy Proposal document and have submitted this document to the Town and MOD for the use of upcoming Levy funds.

### 7. In-Kind Reports:

a. **Board of Trade:** DBoT is looking to host a joint Board of Trade meeting with surrounding areas (Bear River, Clare, Annapolis Royal). Staffing shortages across the region is a real concern. Wanting to see how support can be offered to all local businesses great and small.

b. **Municipality:** Jill Balser is willing to share her staff photographer to DATA upon request.

c. **Town / VIC:** A sub-committee was formed to look into a new innovational use for the VIC and its re-location. The council has approved for the downtown VIC to be moved to Shore Road location and to expand its services to become more of a destination with a Farmers Market offering to locals and tourists. The timeline for this transition has not yet been determined. The province has announced that the levy collected across the province will eventually be a % and not a flat rate. Digby, however will have the flat rate of \$2/night for the first year before transitioning to a % rate.

8. **Next meeting:** January 11th, 2022 @ 2pm – Municipal Council Room

9. **Adjournment:** Motion by Charles.