

**Digby and Area Board of Trade
Minutes of General Meeting
Thursday, April 18 2019
Fundy Complex, Digby**

Members Present: Kevin Ellis, David Cvet, Beth Earle, Julie MacLean, Jean Than James Nguyen, Charles Cranton, Ed Chisholm, Greg Turner, Linda Graham, Michael Carty, Judy Green, Susan Wagner, Ron Parks, Terry Thibodeau and Linda Weir

New Members: Flood Busters, Dgiby. - Sidney Denton and Shelby Scott floodbusters@outlook.com

Guests:

Regrets: Karen Enright, Wendy Vissers, Crysi Popowich

Call to Order: Meeting opened at 12:03 pm, with Kevin Ellis in the chair. Introductions around the table.

Approval of the Agenda – Chair called for additions to the agenda Hearing no additions, chair called for adoption of agenda as amended

Julie MacLean moved to adopt the agenda for April 18 2019. Seconded by David Cvet.

Approval of Minutes –March 21 2019 .. Chair called for errors or omissions. Hearing none, Chair called for adoption of the minutes as circulated.

*Charles Cranton moved to adopt the minutes of March 21 2019. Seconded by David Cvet. All in favour.
Motion carried.*

Business Arising From the Minutes:

- April newsletter will feature member Raw 'n Green - Judy Green
- Hiring Part-time research analyst and helper. Challenges with guidelines with funding agent. Will have more information and announce at May meeting.
- Business Awards - Tuesday May 28th Digby Pines.. please complete nomination forms online or submit to Kevin or Karen
- Spring Into Summer Show - agreed not to take on this suumer. DARC not interested and Board should look in depth for possibility of future event in fall or 2020. If any members want to take on project, please advise.

New Business

Guest Speaker -

Greg Turner - President of Digby and Area Tourism Association. Greg spoke on how DATA continues to grow tourism in the area. Thanked the board for partnership with DATA - members from both associations attend each other meetings. Linda Graham and Kevin Ellis. Greg provided video presentation - digbyarea.ca and questioned 'why do people stop here' with comments from around the table. Coast Line and Cultures is being re-branded to Canada's Natural Aquarium and will have new logo. It is a wide sweeping thing and incorporates what Digby has to offer. Greg provided tourism numbers, revenue and statistics for last year for NS. Also suggested members go to Tourismrocks.com website to do the activity. Play a part in making Nova Scotia a global destination. Greg also spoke to how Digby stacks up with rest of province - with what visitors stopped to do and what and where they visited in the area. Lots to do! The stats were given for visitors to local attractions and activities, passage on the ferry and noted Digby had 2.5% of all rooms sold in NS (20% of all rooms in valley). Listed some of the current projects DATA working on digital marketing, social media, search engine optimizing, destination assessment, Harvey Sawler, branding and website, logo update and partnering with Bay Ferries, as well as the Digby Area Guide (copies handed out) Greg also talked about the challenges, funding to sustain a destination marketing organization in Digby, sharing the economy and acquiring and keeping volunteers. Questions and comments taken from the floor.

Correspondence

- Accessibility Information Act - Workshop
- Internet for Nova Scotia Initiative - update & Stakeholder Sessions

Announcements

- Julie MacLean - Ron Robicheau looking to do workshop - how to identify fraud or theft in your business. And how to read financial statements to see instances of fraud within your own business. Additional information will be provided to the board.

Adjournment – Adjourned at 1 pm David Cvet

Next Meeting – May 15 evening meeting