MINUTE OF DIRECTORS MEETING 8th & 15th January 2014 adopted 3rd March 2014

Present Jenifer Cameron (JC) (in the Chair), Cllr Jim McGillivray (JMcG-8th), Joan Bishop (JB), Anne Coombs (AC-15th), Pat Murray (PM), Tommy Mackay (TM)

Apologies: Rachel Jack (RJ)

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| **Item** | **Point of Information/Discussion/Decision** | **Action** |
| 1. Minute | Of meeting 4th December 2013. Proposed JMcG, seconded JC.  |  |
| 2. Matters Arising | a World Host. A proposal has been received from Highland Retail Academy (HRA) for training options. JB has contacted RDGC and Castle Hotel who are interested, but more information required This is awaited from HRA. HIE have indicated they would meet 20% of costs to reduce typical training cost for delegates from £50 to £40 (but quote from 2nd provider required). Links House, Eagle & Royal Golf, Service Point and Bank to be approached and email sent to accommodation providers and shops. b. Meeting with HIE 6/12/13 (see note of meeting for full details) The Dornoch Report was discussed and HIE suggested input from Grannies Heilan Hame and Dornoch Caravan Site would be a useful addition. The branding process was outlined and providing DACIC can demonstrate support from key players such as Royal Dornoch Gold Club, Dornoch Castle Hotel and Royal Golf Hotel, HIE will provide financial support. As in a) above World Host was discussed and support outlined. JB presented a proposal for a single Dornoch calendar to be hosted on the Visit Dornoch site. Each organisation could enter data about their events, categorising them. This would allow filtered information to be displayed on other web sites, printed in the Tourist Office, emailed to subscribers etc. DACIC to submit budget proposal to HIE for next quarter linked to Masterplan outcomes. Navigation: DACIC to arrange for Stuart Black, Director of Planning & Economic Development HC to visit to appraise of our plans and discuss unified approach to signage. HIE will investigate best practice on world scale for pedestrian signage. Digital strategy to be developed (e.g. public wi-fi, smart phone apps, QR codes. Food Event linked to Show HIE has appointed a consultant to flesh out the project. NHI The staffing support provided has been very professional and contributed to the Dornoch Report and the website update so far. | JBJBJB |
| 3. Membership Applications  | There were none. Two members, Stuart Gardiner and Di Alexander have indicated they would be willing to work with the board as advisers and are to be asked to the next directors meeting to explore further.  | JB |
| 4. Court House | It was agreed at the Public Meeting on 6th November that DACIC would continue to explore funding streams to be prepared for a possible failure of the Court House on the open market. Anne Coombs has agreed to take the lead on this. An application will be prepared for the Heritage Enterprise Fund. Annie Tunnicliffe has been asked to complete the Feasibility Study to include the bedroom conversion and current funding stream timetable. The Court House is being marketed by Knight, Frank Rutley  |  |
| 5. Future Events | a. Pipe Band Championship – Meeting had been held with Alasdair Rhind.(AR) Dornoch Links ideal venue with support from Sutherland Agricultural Society (SAS who have agreed in principle). 120 pipe bands compete but don’t stay overnight. Joint bid (c£40k) with Tain Community Association (TAC) to be discussed with Royal Scottish Pipe Band Association (RPBA) for June 2015/6 event. AR to invite Ian Pembleton PBBA to Dornoch. Income streams – gate money 10,000 @ £5, trade stands, catering, bucket collection when one band plays night before in Square. Costs – marquee erection & equipment SAS. Suggestion that SAS, DACIC and TAC share costs/profit. Golf Club to be consulted on potential links use.b. CONFIDENTIAL Food event linked to Sutherland Show. HIE have appointed Bob Kass (BK) of Lucid PR Events & Marketing Ltd as a consultant to work with us. Bob and his MD Joe Costello had a meeting with JC & JB on 18th December. JC outlined the plans for Taste of the Wilderness (see separate note). BK will develop the business case and investigate TV interest (he feels there may potential for international sales).c. Charities Sponsored Walk 20th September. JC had produced a document for circulation to the charities and JB a “to do” list for the event. JC has contacted Alzheimers who have agreed to take part. JB has contacted The Archie Foundation who are interested (post meeting note: RJ has SSPCA on board) others to follow up: Macmillan (AC), Hospice (JMcG). It was agreed to book Dornoch Academy for the venue and offer catering to the school/parent council in first instance. . PM to ask DADCA to act as umbrella charity for their member groups and to book Social Club as potential half way stop. To do list agreed with PM being charity liaison. There will be no goody bags or main sponsor in the first year. JB to check with insurers about any extra cover required. TM & JMcG to work on route. (post meeting note AC happy to help with this). d. Review of Hogmanay/New Year The Hogmanay Street Party has run since 2000 organised by a small team led by Provost Yvonne Ross. This attracts a large crowd of locals and visitors topped up this year as Tain’s event was cancelled. In recent years a New Year’s Day swim has developed and could perhaps be marketed to a wider audience (Cromarty’s splash & dash now attracts 200 splashers and 500 spectators) <http://www.cromartysplashanddash.co.uk/>. Is there potential to grow the event to two days? Would need support of food outlets as most are closed on 1st (other the Caste Hotel which is over-run). Agenda item for next tripartite meeting.This concluded discussion on 8th January. Following items from meeting on 15th January.  | JC/TMPMAC, JMcGPMJBJC |
| 6 Branding Project | HIE has now committed to £10k funding, Ward Discretionary to £2k (in April), and applications are with Common Good for £5k and Beinn Tharsuinn for £1k. JC has produced a survey to answer the question “Why Dornoch?” for local residents & businesses. In addition a number of focus groups will be run to tease out a more detailed response. A trial was carried out with the directors present which identified key words that describe Dornoch, what makes it beautiful, how we describe our community, what will Dornoch be like in 10 years time and what makes Dornoch different from similar towns. The Golf Club council (RDGC) has agreed to be a focus group and others to be asked are Community Council (JB), Dornoch Academy (JB) and DADCA (PM). The survey will mostly be completed on-line and will be put on the website and sent to members, stakeholders and web site advertisers. In addition groups will be asked to circulate to their membership including RDGC (JC), UHI (PM), Skibo (PM), Church Groups (JC & PM), Dornoch Academy (JB). A public meeting will be held on Wednesday 5th February at 7:30 in the Social Club when the branding process will be explained and help requested in completing the survey, hard copies of which will be available. It is important that all age groups are reached for the data to be meaningful. The aim is to complete the surveys by end of February. We will then be in a position to draw up the Marketing Brief and go out to tender.  | JB/PMJC/PM/JB |
| 7. Website Update | a. JB has uploaded all the NHI suggestions on activities mapping and day trips.b. Eilidh Todd is promoting the site to shops, cafes & restaurants who do not currently advertise.c. New advertisers: Royal Dornoch Golf Club, Alasdair Rhind Funeral Director, Royal Golf Hotel, Ewan & Harris, Glebe House, McGillivary Plumbing, Dornoch Farm Butchers. d. The traffic has increased so that we are now on a higher rate contract with Calicoe. JB has done a web training session with one advertiser – potential for an open day for others.  |  |
| 8. Financial Update | Current balance £4357 with unrestricted funds of £3357 (£1k Allotments) |  |
| 9. Dornoch Academy | The financial restrictions that Highland Council faces mean that school amalgamations are on the agenda. Single Campus models are favoured as planned for Wick and in discussion for Alness/Invergordon. Dornoch Academy already has a single campus and the high quality educational provision is one of the key strands of the Dornoch Economic Masterplan. The location of UHI in the town also supports the key role of education to the local economy. A 7.2% population growth in 2011 census and a further 300 houses planned further strengthen the case for retention.DACIC will ensure that Dornoch Academy campus is referred to as a key element to Dornoch’s strength and prosperity, in its dealing with the council and other partners. |  |
| 10. AOCB | Rosamunde Pilcher’s Dornoch. JB met with Rosamundes’s son & daughter in law (web site advertisers). They suggested using Rosamunde’s links to promote Dornoch. Her best selling novel Winter Solstice is based on the town. Rosamunde and Robin have offered to do “an audience” at the Book Fair in June.Pub Walks: PM suggested developing “walks with pub lunches” that has worked well elsewhere. PM to contact pubs and report back.AC has a Women’s History Walk that can be promotedOther suggestions: Famous People link on website – Rosamunde Pilcher, Thomas Telford (potential for trail), Donald Ross, Madonna |  |
| 11. DONM | Wednesday 29th January 7-9pm Council Chambers to discuss the preparations for the Public Meeting on 5th February. |  |