The Dornoch Area Community Interest Company

Company Registered in Scotland: Registration No 327565

MINUTE OF DIRECTORS MEETING 17th May 2016

Present Joan Bishop (JB), Anne Coombs (AC), James Dillon (JD), Cllr Jim McGillivray (JMcG), Jacqui Hamblin (JH), Alison MacWilliam (AMcW) (first hour of meeting)

Apologies: Steven Mure (SM), Lucy Williams (LW) Vanessa Williamson (VW)

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| **Item** | **Point of Information/Discussion/Decision** | **Action** |
| 1. Minute of Meeting 6th April | Proposed AMcW, seconded JMcG |  |
| 2 Matters Arising | a. JB reported plans for Games Night Dance & New Year Street Party underway by new sub-committee  b. Music in May events are been well promoted and leaflet widely circulated. |  |
| 3. Membership & Stakeholder applications | No new members or stakeholders. |  |
| 4. Resignation | VW has resigned from the Board as her work is involving significant travelling which prevents her from attending meetings. |  |
| 5 2016 Year plan May-JUne | 1. Pedestrian signage. Meeting arranged this week with Matt Dent of Highland Council to discuss. 2. Loyalty scheme has not met with enthusiasm to date. 3. Map will be updated and contributors approached re adverts. |  |
| 6. Whisky Festival 28-30 Oct 2016 | Charlie MacLean of ‘Angel’s Share’ fame has been booked for a tasting session prior to the film at Balblair, a Gala dinner at Links House and whisky master class on Saturday. 3 Gala dinners are planned on the opening night. A marquee has been booked for grand tasting on Saturday afternoon and ceilidh hosted by Jimmy Macdonald with hog roast in the evening. Distillery tours and a golf competition are planned form the Sunday. |  |
| 7. Visit Scotland | JB progressing the final report for Visit Scotland Growth Fund.  JB had attended a regional VS partner meeting in Inverness. Suggestion to increase media attention by inviting bloggers to include reports on Dornoch events and amenities. It was agreed to book a blogger focussing on dog friendly holidays to Dornoch in July. (49% self catering holidays built around the family pet!)  VS asked for top 5 Hidden Gems, Top 5 Myths and Legends & Quirky events. All to send suggestions to JB  VS are settling up a Community area of the website for partners and visitors to add content. There is a move away from adverts and branding to sharing visitor experiences. <https://community.visitscotland.com/> | JB  LW  All |
| 8. CCF | a. Website. Self catering section changes agreed. AMcW, AC & JD to look at other areas of web site to consider improvement, especially the Do, Do More, Enjoy sections.  b. Signage A949 signage changes agreed. Membership to be informed  c. Training: Last WorldHost training event on 31st May, Google Analytics arranged for 28th June.  d. JMcG reported Embo footpath mowing will begin shortly  e. Leaflets: Walks and Fishing almost complete and ready for printers  f. Dornoch Ambassadors advert will appear in NT & Ross-shire on 27th May, interviews on 14th June.  g. 400 years of golf. Music in May, followed by Exercise and Education in June.  h. The annual report is being prepared by JB. | AMcW/AC/JD  JH  JB  JB |
| 9. Business Group & Advisory Panel | No report | . |
| 10. Financial Statement | The financial statement carried over to June meeting |  |
| 11. MDO Report | The board was content with the report. |  |
| 12 AOCB | AC met with Michael Hanratty re whisky festival visit to Mulchaich. |  |
| 13. DOMN | Tuesday 21st June at Whinhill 7-9pm. |  |