

The Dornoch Area Community Interest Company
Company Registered in Scotland: Registration No 327565

MINUTE OF DIRECTORS MEETING 4th June 2015 adopted on 4th August

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Cllr Jim McGillivray (JMcG), Alison MacWilliam (AMcW), Anne Coombs (AC), Morven Urquhart (MU)

Apologies: Dyanne Hercher (DH)

Attending: Lucy Williams (LW), Vanessa Williamson (VW)

Item	Point of Information/Discussion/Decision	Action
1. Minute of Meeting 6 th May	Subject to date correction in title, Proposed AC, seconded JMcG	
2. Matters Arising	JMcG to approach Bill Ferrier re Mobile App administration.	JMcG
3. Membership & Stakeholder applications	None, but VW, attending, asked to be sent a membership application form.	JB/MU
4. Financial Report	JB presented draft year end figures, which were approved and these will now be sent to our accountant Ian Mackay. The financial report to 30 th May was also presented. Projected year end reserves 2016 are £5k.	JB
5. CCF	<p>a. Mob App. JC has recently visited Purple Frog and seen the development of the app. It is sophisticated, clever, but easy to use and update. The walks have a gallery & text and are set up so you can join at any stage on the route. The map has “places” colour coded for ease of selection. The app is largely independent of phone signal – i.e. information downloaded to phone memory. PF to test next week, then Android version for board to test thereafter. This will be followed by Windows & i-phone versions.</p> <p>b. Signage – completed. Printed maps presently needing twice weekly top up at bus stop & beach.</p> <p>c. MDO’s report attached. Facebook likes 772, up 157 this month and reach of 17,443 boosted by first competition. June events calendar produced. Monthly returns from Business Group members are coming in slowly. The feedback is that there are too many questions. A shorter form was therefore agreed at the meeting. LW will re-issue and chase outstanding returns. Monthly update email to BG members</p> <p>d. Transfer of £5k to marketing from balance of offer (VAT element) has been agreed by CCF.</p>	
6. Visit Scotland Growth Fund	<p>a. Marketing Campaign. (Update attached) Unfortunately the website was hacked in May, and as earlier version was then restored some statistics were lost. Increased protection is now in place. JC is preparing the first return to VS which will detail progress on the key performance indicators including 1st page of Google for 15-20 most popular search terms. The Discover Dornoch You Tube channel showing 12,750 views of video to date. The channel is becoming an “authority” because of link so thumbnail coming up with search terms. PF have completed a 2 month review and we will now request a change to VS plan to transfer ad words budget to banner ads. Targeted Facebook marketing will take place in support of the autumn events below.</p> <p>b. Digital Intern for video production. One application has now been received - JC to interview. Vicky Mackenzie doing some video in the meantime using UHI camera.</p>	<p>JC</p> <p>JC</p>

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	<p>c. The Walking Festival 25-27 September – next meeting is Aug 11th. Programme finalised (attached) and now on website. AC arranging meeting with Cadets re stewarding. PF to produce leaflet for printing.</p> <p>d. Whisky Festival 27-29 November. First meeting held on 21st May. Clynelish, Balblair, Dalmore and Glen Ord confirmed and Glenmorangie awaited. Venues are Castle Hotel, Links House, Dornoch Inn, RDGC and Eagle. Coast Candle workshops tbc (MU), Traditional Music concert in Cathedral on Saturday (JMcG). Opening night Pipe Band parade (JMcG) & Fire Performance (AMcW) confirmed, drams & hot chocolate (AMcW) tbc. HIE have confirmed financial support. Themes - ladies' whisky tasting, rare whisky tasting, whisky with food. Masterclasses on Sunday, ending with Toast to New Year at RDGC. Specialist marketing required e.g. whisky society members. AC suggested guided walk at <u>Ferintosh</u>, site of the oldest whisky distillery.</p> <p>f. The New Year celebrations will be reviewed at the August board meeting.</p> <p>e. Website update. A blog page to be added with articles on Court House, Walking Festival, Whisky Festival, Historylinks, Route 500 etc. Date for training Graham Sawyer & Lucy Williams as administrators still awaited.</p>	<p>AC</p> <p>MU</p> <p>JMcG AMcW</p> <p>AC</p>
7. Business Group	<p>a. Now 88 paid-up members, but two now out of business (Gail Saxton & Cambusmore Riding Centre), so 86 active members.</p> <p>b. WorldHost destination status – problem with initial submission by Links Academy - JB to progress.</p> <p>c. Review meeting held on 14th May when HIE provided David Gass to facilitate – report being finalised for next meeting.</p>	<p>JB</p>
8. Correspondence	<p>A letter had been received from DADCA requesting a letter of support for the proposed new community centre in Meadows Park. JB and JMcG withdrew due to conflict of interest. The remaining board members unanimously supported the request and a letter of support will be sent.</p>	<p>JB</p>
9. Court House development	<p>The community pledges now stand at £17,275 (against a target of £20,000). Due to the high level of local support during the consultation process and a clear case being made for retention of Service Point, TIC and Registrar's Office, the Highland Council has agreed to continue the existing provision in Dornoch. Discussions are still underway between Mr & Mrs Warnock & Sinclair Mackintosh to determine the future of the building.</p>	
10. AOCB	<p>a. JMcG reported that Dornoch will become Highland's first 3-18 educational campus in 2016.</p> <p>b. A request had been received from a self catering business in Rogart to join the business group. Historically we have three other Rogart accommodation businesses represented. However it was felt that our message of "Do it all from Dornoch" should focus on accommodation in the town. This had also been the feeling at the review meeting (7c above).</p>	
11. DOMN	<p>Tuesday 4th August 7-9pm Council Chamber.</p>	