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

## MINUTE OF DIRECTORS MEETING 4<sup>th</sup> August 2015

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Cllr Jim McGillivray (JMcG) (items 1-5), Alison MacWilliam (AMcW), Anne Coombs (AC), Morven Urquhart (MU) <u>Apologies</u>: Dyanne Hercher (DH) <u>Attending</u>: Lucy Williams (LW)

Item	Point of Information/Discussion/Decision	Action
1. Minute of Meeting 4 <sup>th</sup> June	Subject to spelling correction Ferintosh item 6, page 2. Proposed MU, seconded AMcW	
2. Matters Arising	JB to approach Bill Ferrier re Mobile App administration.	JB
	Leah McEwen was appointed as Digital Intern for 12 week post from 22 <sup>nd</sup> June. Despite the grey weather she has taken a wide range of photos & videos to date.	
	JC has received complaints about some of the pedestrian signs that refer to destination time of 1 mins rather than 1 min. The graphics sent to Acorn were correct. JB to follow up and arrange for correction.	JB
3. Membership & Stakeholder applications	Membership applications were approved from Vanessa Williamson and Jacqueline Hamblin.	
4. Approval of Accounts and CIC34	The accounts for year ending 31 March 2015, prepared by Ian Mackay were approved by the board, as was the form CIC34 for Companies House.	
5. Arrangements for the AGM	The AGM will be held at 7:30 pm on Tuesday 29 <sup>th</sup> September in Dornoch Social Club. One third of the directors stand down by rotation, this being JC and JB, who can offer themselves for re-election. Director's nominations can be received between 25 <sup>th</sup> August and 15 <sup>th</sup> September. A notice will be put in the Northern Times 4 <sup>th</sup> September edition. MU will send a "reserve the date" email to members, which will be followed by formal notification on or before 7 <sup>th</sup> September. A quorum is 10% of members. JC will present the Chair's report and review of the year and JB will present the accounts. Refreshments will be served after the formal business is concluded.	JB JB/MU
6. Business Group Update	a. 43 business group members (half the total) had returned monthly surveys from January till May. Bed & Breakfast establishments have generally had a poor start to the season, especially in May due to poor weather. Hotels also noted a decline in May. Self catering businesses had a mixed response with some doing well and others poorly, but in general there was a drop off in May, but better March & April than last year. Eating places had done better especially in April, but still had a dip in May. Most shops had same or increased turnover compared to 2014. The tourist office numbers were up 20% Jan-May on 2014. The golf club and museum were also ahead of 2014.	
	Some self catering businesses were particularly badly affected so a late availability section has been added to the website. There are 37 properties advertised and the filter system is not as comprehensive as the old site, making it more difficult for visitors to reduce the list to a manageable selection e.g. by number property sleeps. Purple Frog has quoted £1200- £1500 to improve the selection. More details are to be requested.	JB/JC
	b. Website training had to be postponed due to LW work commitments.	JC

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	AMcW is willing to be trained with LW.	
	For financial planning we need to review the structural and maintenance requirements/costs for website and app in future years.	JB/JC
	c. World Host Destination Status was awarded in July. However, all accreditations are on a 2 year cycle, so a number of businesses will need training this winter. LW to progress with David Stewart.	LW
7. CCF	a. Mob App now released on Google & Apple stores. Windows phone version awaited	
	b. MDO's report attached. Facebook likes 1259, up 487 this month. July & August events calendars produced. 650 web site competitors have signed up for first newsletter. Walking festival being promoted on Facebook to address poor uptake to date from website.	
	c. Draft WiFi tender approved.	
	d. A9 signage deferred to next meeting.	
8. Visit Scotland Growth Fund	a. Marketing Campaign. (Update attached).	
	b. The Walking Festival 25-27 September – next meeting is Aug 11 <sup>th</sup> . 10,000 leaflets printed, 7000 for distribution by Landmark. P&J weekend section advert. Webpage walking page has had 500 views. Bookings very poor so far despite being widely advertised on Trip Advisor etc. and walking groups contacted directly. Article to come in Walk Highland newsletter. Posters for Saturday walks are being distributed.	
	c. Whisky Festival 27-29 November. On website now – 717 page hits so far. Leaflet being designed.	
	d. New Year celebrations – deferred to next meeting.	
	e. 400 years of golf – deferred to next meeting.	
	f. Website update – see 6b above	
9. Court House	Sub-committee formed of JB, AC and MU, which will report to the next meeting.	
10. Correspondence	A letter has been received from Norman Macdonald thanking us for expenses cheque for Gaelic concert and offering his services for next one.	
11. DOMN	Tuesday 25 <sup>th</sup> August 7-9pm Council Chamber.	