

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

MINUTE OF DIRECTORS MEETING 5th February 2015 and adopted at Directors meeting 11th March

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Cllr Jim McGillivray (JMcG), Anne Coombs (AC), Tommy Mackay (TM)

Apologies: Rachel Jack (RJ), Tiffany Fraser (TF)

Attending: Dyanne Hercher, Alison MacWilliam. Item 1 only Dr David Worthington

Item	Point of Information/Discussion/Decision	Action
1. Presentation by Dr David Worthington	Dr Worthington is Head of Centre for History, UHI in Dornoch and he outlined his plans for 'Firths & Fjords' an international academic coastal history conference planned for 30 th March to 1 st April 2016 in Dornoch. It is expected to attract 70 delegates, some of whom may bring their families. There is an opportunity to develop fringe events – suggestions were made of visits, walks, music & whisky tasting. David has been in touch with Colin Simpson HC Tourism and Moira Unwin of VisitScotland who are supportive (VS expect £341 spend per day per delegate). We will be kept informed of progress and once funding is secured more detailed plans can be developed.	
2. Minutes	The minute of the meeting of 15 th January was approved (proposed JMcG, seconded AC)	
3. Matters Arising	a. <u>Facebook</u> Now 525 likes. Website January hits 8992 (cf 16,881 Jan 14). FB reach was 6,087.	
4. Membership & Stakeholder applications	Gary Dingwall from Business Group membership, Morven Urquart, Dyanne Hercher and Alison MacWilliam (total now 224)	
5. Directors Nomination	A nomination had been received for Morven Urquart to join the board, which was accepted.	
5. Business Group	<p>a. Membership sign-ups at 85 with financial commitment of £22,845 of which £20,200 has been received. (4 payments awaited).</p> <p>b. Baseline survey data for 2014 has been requested from all members, but only a few returned to date.</p> <p>c. World Host – Customer Care 18th Feb, Sales by Service 10th March. Grannies HH dates to be confirmed.</p> <p>d. Meeting with Purple Frog 22nd January for B & B and Hotels to discuss marketing initiatives. Participative meeting that was well received.</p> <p>e. Meeting for full Business Group planned for 5th March in the Social Club, sponsored by Business Gateway, including lunch @ 1pm. Meeting from 2pm with presentations from Business Gateway & Highland Council on recruitment, and JC and Nick Lund of Purple Frog on marketing. Update on Coastal Community Fund (JC -map, app, signage & 18 month MDO post – need for business feedback). Outcomes – businesses sign up for DoMore initiative, competition prizes, WorldHost. Also invited David Stewart (WH), Pete Guthrie (HIE), Scott Armstrong & Marion Walker (VS), Colin Simpson & Garry Cameron (HC). There will be a meeting 5:30-6:30 to which DACIC members will be invited for an update.</p>	

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6. Visit Scotland Growth Fund Bid	<p>a. The outcome of our bid will be known by end February. The fine detail of the marketing campaign is being worked out and will be video based. There is an SCVO initiative to provide a digital intern to assist which will be pursued.</p> <p>b. Building on last year's sponsored walk the plan is for a weekend Walking Festival in September working with partners e.g. guided walks, Sutherland Walkers, ESRA and providing evening entertainment.</p> <p>c. Other events. AC has provisional figures for skating rink e.g. at the Meadows for week from Jail Christmas promotion to St Andrews fair. Potential to involve schools, have curling, side shows etc.</p>	JC
7. Coastal Communities Fund (CCF)	<p>DACIC has been awarded £99,820 for the map, app, signage & 18 month MDO post. Pedestrian signage is in hand (JB), to be installed by HC (JMcG). Map requires adverts to be sold and detail confirmed (AC/RJ), MDO appointment (JB/JC), Mob App (JC).</p> <p>The aim is to have signage up & maps available for Easter, with MDO in post and mobile app in April. A9 signage to follow.</p>	
8. Website Update	<p>a. The new VisitDornoch website has gone live this week and has been well received. The marketing budget has an allowance for professional photography and Vicky Mackenzie has been appointed to enhance the website.</p> <p>b. The old site has become Dornoch.org.uk with local information and in time will host the Community Council minutes/news, Business Group notice board, information about local groups and non tourism related business adverts.</p>	
9. Financial Report	As of 5 th February the free reserves stand at £7,659, after ring fencing the Business Group contributions.	
10. AOCB	a. Meeting with John Thurso MP, Friday 27 th March @ RGGC 7pm. JB met John Thurso at the Vodafone reception in London and he would like to meet the board and Business Group members. To be mentioned as the meeting on 5 th March.	
11. Confidential Item - Court House development	<p>Todd Warnock (TW), owner of Links House has an option until 31st March to purchase the Court House. His plans include retaining the service point as part of an upgraded visitor centre, having a whisky shop, upmarket tea room and deli (similar to House of Bruar). He would be making a considerable private investment and requires commitment from HC to retain the Service Point and has asked DACIC to run in the centre and for the community to provide £20k (half the upgrade costs of the visitor centre). Whilst the vision is to be applauded, DACIC are unlikely to get grant funding for fixtures & fittings in a building they don't own and certainly not in the time frame. Ward discretionary fund or common good might be an option (JMcG). JC will update TW and await developments.</p>	JC/JMcG
12. DOMN	Wednesday 11 th March 7-9pm Council Chamber.	