

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

MINUTE OF DIRECTORS MEETING 6th May 2015 adopted at the meeting on 4th June 2015

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

Apologies: Alison MacWilliam (AMcW)

Attending: Lucy Williams (LW)

Item	Point of Information/Discussion/Decision	Action
1. Minute of Meeting 11 th March	Proposed AC, seconded MU	
2. Minute of Meeting 9 th April	Proposed JMcG, seconded DH	
3. Matters Arising	<p>a. Facebook Likes 626, reach 11,864 over 13 posts. LW has taken over this role.</p> <p>b. VisitDornoch hits April 2015 21,696 cf 12,340 April 2014</p> <p>c. Dornoch Local 1492 hits in April, with 19 referrals from VisitDornoch and 42 from DADCA.</p>	
4. Resignation of Directors	Tommy Mackay has resigned due to ill health and Tiffany Fraser has resigned due to work commitments. The board is very grateful for the time and energy that directors volunteer and in particular for Tommy's substantial contribution since August 2013.	
5. Membership & Stakeholder applications	<p>Membership applications via Business Group application from Inge Manson, Evelyn Maclellan, Ian Grant & Jayne Pagan and by application from Gordon & Hilary Sutherland. Hamish Little of Pat Munro is a new stakeholder. There is a new taxi service in town, Iain Macleod of Dornoch Private Hire to be contacted with a view to advertising on the local site.</p> <p>JB & MU have arranged a meeting to handover membership secretary duties.</p>	<p>JB</p> <p>JB & MU</p>
6. Coastal Communities Fund (CCF)	<p>a. Pedestrian signage. All installed other the Shore Road awaiting ANM site clearance. Although we have had a lot of positive feedback on the design, locally there has some criticism that we are pointing visitors away from the main area. This of course is the object, to signpost to those businesses that are hidden!</p> <p>b. Printed maps have been circulated and well received. MU to circulate to self-catering properties.</p> <p>c. Mob App. All adverts submitted. JMcG still to contact Billy Ferrier to see if he would be prepared to act as App-master.</p> <p>d. MDO – monthly report attached. Some feedback from accommodation providers that bookings were significantly down over the launch period of the new website. Website statistics have been provided to show that hits have recovered and overtaken the old site compared to same period last year. LW arranging visits to BG members.</p> <p>e. Suggestions for VAT element of CCF. The award of £99,820 includes £12,437 of VAT which we can now reclaim. We have requested to allocate £5k for additional advertising in the summer. A response is awaited from CCF.</p>	<p>MU</p> <p>JMcG</p>

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	<p>f. AMcW has confirmed that we can borrow a projector, video camera & tripod when required, rather than purchase these items.</p>	
<p>7. Visit Scotland Growth Fund</p>	<p>a. Marketing Campaign. A 2 month test of various on-line media will be reviewed shortly to inform future advertising. You Tube channel has attracted 6,500 views of the video this month. The Google rating met the 3 month target by the end of April. The website stats show 21,696 hits for April. Visit Scotland are now showing the Visit Dornoch video on their North Highland page on the website and an entry on the Facebook page will follow shortly.</p> <p>b. JC attended the VisitScotland Expo in Aberdeen to see if we should take a stand next year. This attracts trade buyers e.g. tour operators. Very few businesses from the north were represented, other than Dunrobin and Castle of Mey. The costs are significant at £6k plus staffing, equipment & print, but would attract HIE support. Dornoch has strong proposition to offer, but it would require a partnership approach from the Business Group.</p> <p>c. The Walking Festival 25-27 September – next meeting is May 26th. Extensive programme being finalised with 11 guided walks & 2 music events, in addition to the sponsored walk. Marketing via website will start on 7th June. Sponsored walk 5, 10 and 15 mile routes agreed, £10 entrance fee to be paid via website, 3 partner charities. All other events to be pre-booked via email to organisers.</p> <p>d. Fire & Ice. AMcW had obtained figures for ice rink with curling option at £9k. However the income likely to be generated would leave a significant shortfall. The supplier then informed us that the curling option couldn't be guaranteed for November as this the product is still in development. AMcW to advise supplier that we will not be proceeding and DH to thank Herchers for the offer to attend.</p> <p>e. Whisky Festival 27-29 November. An alternative suggestion of holding a whisky festival the same weekend is now being pursued. Clynelish, Glenmorangie, Dalmore and Glen Ord have agreed to take part with Castle Hotel, Links House, Dornoch Inn, RDGC and Eagle as potential venues. A meeting is to be held on Thursday 21st May (JC, MU, JMcG, DH and AMcW to attend). Other suggestions – Coast Candle workshops, Traditional Music concert in Cathedral (JMcG), Pipe Band parade, Fire Performance, outdoor cooking. Promotion via P & J weekend section. HIE to be asked to support (JC).</p> <p>f. The New Year celebrations will cover five days to include the launch of 400 years of Golf, starting on 2nd January with East v West (of Dornoch Burn) competition on RDGC. DH is representing DACIC at community meetings for summer events to celebrate 400 years of Golf.</p>	<p>AMcW/DH</p> <p>JC, MU, JMcG, DH AMcW</p> <p>DH</p>
<p>8. Business Group</p>	<p>a. Now 90 members (Ian Grant & Jayne Pagan)</p> <p>b. WorldHost destination status awaiting Links Academy recognition being processed.</p> <p>c. HIE has provided David Gass to facilitate a review meeting with key Business Group members on 14th May at Burghfield. JC, JB, AC, JMcG and MU to attend for DACIC.</p> <p>d. MDO to provide monthly email to BG members with Event Calendar, Survey Monkey data request, marketing update and link to dedicated page on local site which will be updated during the month e.g. with VisitScotland</p>	

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	newsletter etc.	
9. UHI update	JB met with Dr Neil Simco & Alan Fleming. A new BA is Professional Golf is starting in September, so an additional 20 students will be looking for accommodation. Term dates are September till mid December, then February till May. Some self catering businesses already take students typically at £100 per week, which still leaves the main holiday season free. DACIC asked if we would approach our self-catering members. This comes at a time when we are promoting off season breaks. However it was agreed that JB to approach some members who might be well suited. Other suggestions had been made during the meeting for UHI to follow up – Dornoch Hotel, lodging with families and renting from second home owners. Students typically spend £100 a week each in the town in addition to accommodation.	JB
10. Digital Intern	No applications have been received to date.	
11. Vodafone	Contracts to be issued to 3 venues shortly, then installation will proceed.	
12. Court House development	The community pledges now stand at £16,675 (against a target of £20,000). JC, JB and JMcG met with Todd Warnock (TW), owner of Links House on 21 st April, to discuss DACIC's involvement which would include helping to design the new visitor centre, planning the displays, and taking an active role in basing our own marketing initiatives there. The planned garden area to the rear would also be available to use e.g. for markets & fairs. However project is dependant on the conditions of sale from the current owner Sinclair Mackintosh being agreed and the outcome of the Service Point review by Highland Council's being known (due 19 th May).	
13. Financial Report	Adjourned till next meeting due to time pressure.	
14. DOMN	Thursday 4 th June 7-9pm Council Chamber.	