

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

MINUTE OF DIRECTORS MEETING 8<sup>th</sup> September 2014 adopted at the meeting on 8<sup>th</sup> October 2014

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Rachel Jack (RJ), Pat Murray (PM), Tiffany Fraser (TF)

Apologies: Cllr Jim McGillivray (JMcG), Tommy Mackay (TM), Anne Coombs (AC)

The board welcomed Tiffany Fraser to her first meeting since being elected at the AGM on 3<sup>rd</sup> September

Item	Point of Information/Discussion/Decision	Action
1 Minute	The minute of meeting 30 <sup>th</sup> July 2014 proposed PM, seconded RJ.	
2. Matters Arising	<p><u>a. Facebook</u> JMcG to follow up request to S Macdonald for photos. More postings required. Likes required to businesses in the town. A photo competition or “what I did on my holidays” could drive up likes. JC to extend admin rights to board members to spread the load.</p> <p><u>b. Pipe Band.</u> TM had spoken to Alastair Rhind (AR) and a visit is still expected by the Royal Scottish Pipe Band Association (RSPBA).</p>	JMcG JC TM
3. Membership & Stakeholder applications	There were none	
4. Director resignation	It is with regret that the board accepted the resignation of Don Nicolson due to family commitments.	
5. Treasure Walk	There are 40 registered walkers to date. The sample “Dornoch you can do it all from here” polo shirts for the board have arrived but no further order to be placed at present. The school hire will be £175. All B&B, SC and Caravan Sites notified of event. There is a detailed ToDo list for final preparations. JC stated that she was no longer available on the day of the walk. Posters have been placed locally and it is hoped numbers will increase especially if it is a good day.	
6. Business Group meeting	A meeting to which all businesses have been invited is scheduled for 11 <sup>th</sup> September in the Social Club. From 2- 2:30 guests will be welcomed with coffee and there will be a display of the Logo, Map, App and Pedestrian Signage. JC will lead the meeting with a brief summary of progress to date and build on the theme “We can Do more together” by asking businesses to work with community groups to enhance visitor experience by extending activities at Hogmanay/New Year (meeting on 1 <sup>st</sup> October). Scott Armstrong of VisitScotland will talk about how other communities have developed their tourism business by partnership working and outline the VSGrowth Fund in support. David Stewart, Highland Retail Academy will outline the requirements to become a WorldHost destination and training courses in support. Nick Lund from Purple Frog will outline potential marketing initiatives for the shoulder months. JC and JB will then describe the benefits and costs of Business Group membership. Handouts with application forms will be available. AC is putting together the PowerPoint. JC already has sign up from John Murray (NISA) and Shaun Ashe (Kincraig) and support from Tod Warnock (Links House). The proposed membership levy is based on turnover (as used by VisitArran & VisitCairngorms) to significantly increase the revenue and allow for a marketing campaign to, in turn, significantly increase visitor numbers in the shoulder months with associated increase in visitor spend.	JC/JB AC

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7. Coastal Communities Bid	JB is working on this with help from AC and JC. On signage, site meeting with a potential contractor is arranged for 9/9 and with Simon Young (HC) 18/9. Information on job numbers is to be requested from major employers. TF offered to get additional data from HIE. Quotations are awaited for the App. The bid will include a part time Marketing Development Officer for an 18 month contract. The bid has to be submitted by 24/9 and outcome known by end of 2014.	JB/JC/AC
8. VisitScotland Growth Fund bid	JC had fruitful meeting with Marian Walker of VisitScotland. The next round for the scheme is December with decision in February. The scheme requires 25% private funding, then VisitScotland provide 50% and other agencies (e.g. HIE) provide 25%. The new Business Group (BG) levy will generate the private funding, so our success in attracting membership will determine the size of the promotional pot. The BG application forms will be distributed at the meeting of 11/9 with requested return date on 30/9. This is sign up to a financial commitment but invoices will not be issued until December. JC will lead on completing the application form and JB & AC will assist.	JC, JB, AC
9. Business Plan	At the AGM the membership was not in support of an immediate change in legal format, but asked for more investigation and a firm proposal thereafter. Since the AGM it was suggested that Highlife Highland might be contacted as they have experience as both a charity and CIC. JC spoke to Fiona Hampton and it does seem that especially with the increased level of revenue and a clear tourism remit planned that the CIC is still a good vehicle, but forming a parent charity would allow for the best solution in the longer term. This will be pursued as part of the Business Plan, for which additional support from Just Enterprise has been agreed.	JB, AC
10. Website next steps	Postponed to next meeting	
11. DONM	Wednesday 8 <sup>th</sup> October 7-9pm Council Chamber	