

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

MINUTE OF DIRECTORS MEETING 8th October 2014 adopted at the directors meeting of 12th November

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Rachel Jack (RJ), Tiffany Fraser (TF), Tommy Mackay (TM), Anne Coombs (AC)

Apologies: Cllr Jim McGillivray (JMcG) – but was present for items 9 & 10

Item	Point of Information/Discussion/Decision	Action
1. Minute	The minute of meeting 8 th September 2014 proposed TF, seconded RJ.	
2. Election of Office Bearers	Chair Jenifer Cameron proposed TM, seconded AC, Vice-Chair Jim McGillivray proposed JB, seconded RJ, Company Secretary Joan Bishop proposed TM, seconded AC (this will now include membership secretary duties). Treasurer Tiffany Fraser proposed JC, seconded RJ. Rachel Jack will arrange for bank change of signatories.	
3. Matters Arising	<p>a. <u>Facebook</u> JC to extend admin rights to board members to spread the load.</p> <p>b. <u>Pipe Band</u>. As no visit from RSPBA has taken place, no further action</p>	JC
4. Membership & Stakeholder applications	There were none	
5. Director resignation	It is with sadness that the board accepted the resignation of Pat Murray due to ill health. JC has sent flowers on behalf of the board.	
6. Treasure Walk	80 entrants in all split evenly on 5 & 10 mile routes. Generally considered a success with some pointers for next year. More stewards required (possibly involve Cadets/Interact club), more arrows (possibly use spray paint), reduce check in time, and allow walkers to start immediately, follow up steward to leave 30 minutes after last walkers if they are likely to be slow. 18 bottles of water used (12 for 80 @ 1st, 6 for 40 @ 2 nd). Feedback from charities - consider option for longer route, review date (near other events). Red Cross workers need food supplied. Profit £767 with one bill to come. DADCA raised £560 with 3 sponsorship returns to come. Thanks to all who helped on the day.	
7. Business Group	<p>a. A very successful meeting was held on 11th September with presentations by David Stewart on WorldHost training, Scott Armstrong on VisitScotland's growth fund and Nick Lund from Purple Frog on advertising options to address the identified UK market for short off season breaks. JC then outlined the proposal to form a Business Group with a membership fee based on turnover, to generate a pooled marketing pot with which to address VisitScotland's growth fund and attract 3:1 funding uplift from the public sector. There was an enthusiastic response with a number of businesses signing up on the day. Since then JC and JB have worked hard to follow up and 41 Businesses have signed up so far with a total of £19,055 pledged. Follow up agreed: TM Garden Centre, RJ Bay Dornoch Hotel & Coco, AC Alex Takeaway & Evelix Garage, JB Hardware, MG Ross, Gail Saxton, Grants, Royal Kashmir, TF Chiropractic Clinic, Interior Design at Station Square. Email to be sent to all outstanding businesses with final date of 31 October for inclusion on web/map/app.</p>	<p>TM, RJ, AC</p> <p>JB, TF</p>

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

8. Coastal Communities Fund	<p>b. <u>New Year</u>. At the business group meeting, a date was set for 1st October to discuss possible activities 31st Dec – 2nd Jan with community groups to enhance visitor experience and encourage increased spend. The meeting was attended by 20 representatives and a draft programme was drawn up. Suggested new activities on 1st are walk from Dornoch to Embo with lunch at Grannie's (Steven Mure), soup & porridge at the New Year Splash (JB), Family Film in Social Club (DADCA-Cinema), followed by family ceilidh (Jimmy Melville). For Friday 2nd a whisky tasting at the Castle and hopefully real ale tasting at Dornoch Inn and The Eagle. JMcG investigating evening of Gaelic music & culture in the Cathedral. Family treasure hunt with clues in shops (2nd & 3rd). A leaflet will be designed to promote the programme. Next meeting Wednesday 22nd October in the Royal Golf Hotel @ 7pm. JMcG to chair in JC's absence</p>	
	<p>c. There is free Social Media training from Business Gateway in Brora 13th November JB to circulate to business group. David Stewart (DS) has suggested dates for WorldHost. JB to tie in with venues & offer to group. Prices as last year with 20% HIE support and DS has provided information on further financial support.</p>	JB JB
	<p>d. It was agreed to hold the next meeting of the Business Group on Tuesday 18th November 5:30 – 6:30 in the Council Chamber. We will then be in a position to discuss the VisitScotland bid, the website, WorldHost, membership invoices/contracts and get input from members about the best way to gather data for 2014 season.</p>	
	<p>The CCF bid was submitted on 24th September and the outcome will be known by end of December. The board expressed its thanks to JB for all her work on the bid.</p>	
9. VisitScotland Growth Fund	<p>JC is working on the VS bid which has to be submitted in December. Quotes are required for various elements. There was discussion about VAT registration. The pooled resource and advertising budget would clearly benefit from us being VAT registered. Board members to research for next meeting. JC will contact VisitArran for advice.</p>	JC All
10. Website next steps	<p>JC has had discussions with Purple Frog about a lower cost version of the proposed new website at £5.8k +VAT. As public funding cannot be used due to State Aid rules, this would have to come out of the membership levy. JB had got an alternative proposal from an Inverness based company, but PF costs would have to be added to that for the design element. It was felt that as the website is a key part of the marketing strategy, then PF are in the best position to deliver what we need. JC will ask PF for a detailed quote but we will need to see how much the final business group levy generates before proceeding.</p>	JC
11. Financial Report	<p>The current free reserves are £6196 and the profit to date is £1303.</p>	
12. Junior Involvement	<p>JB had spoken with 6th year pupil Sean Currie about DACIC and he is interested in becoming involved. Our membership is currently restricted to those 18 & over. JB suggested Sean join the Interact Club at the school with is run by the Rotary Club. It was agreed that we want to encourage a link with the school and JB will contact Paddy Murray who runs the Interact Club to see how this might be progressed.</p>	JB

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

13. Correspondence	<p>a. We have an invitation to take part in the Highland Communities Panel. AC is already attending, so will represent DACIC</p> <p>b. Community Land Ownership seminar 12th November in Helmsdale. No-one available. Jerry Bishop attending for DADCA, so we can get feedback.</p> <p>c. miarchitected had sent an article about community commissioned design competitions (e.g. for pop-up street catering suggested by PF). JC had raised this method at a Masterplan meeting, as a means of generating ideas for the Square should Dornoch South proceed and buses be relocated. To be filed for future reference.</p> <p>d. Fair Trade Chocolate – branded with new logo – suggestion from Simply The Best. Potential for the future or for retail outlets to arrange. Need to be VAT registered for margins to work.</p>	AC
14. AOCB	<p>Quotes for Maps. AC had obtained a number of quotes. As non standard folding is required only one supplier so far can do as required, at 20,000 £1998 + VAT or 30,000 at £2680 + VAT (inc delivery). There are 10 small adverts and 2 large adverts proposed. Current map has 7 adverts @ £300 each. More quotes from larger printing companies required (JB has details of one)</p>	AC/JB
15. DONM	<p>Wednesday 12th November 7-9pm Council Chamber</p>	