

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

MINUTE OF DIRECTORS MEETING 9<sup>th</sup> February 2016

Present Joan Bishop (JB), Anne Coombs (AC), James Dillon (JD), Jacqui Hamblin (JH), Cllr Jim McGillivray (JMcG).

Apologies: Alison MacWilliam (AMcW), Steven Mure (SM), Vanessa Williamson (VW)

<b>Item</b>	<b>Point of Information/Discussion/Decision</b>	<b>Action</b>
1. Minute of Meeting 19 <sup>th</sup> January	Proposed JD, seconded JH	
2 Matters Arising	LW has sent out New Year review reports and received a few back also sent out Year End reviews to BG members. See below individual agenda points	
3. Membership & Stakeholder applications	None	
4. 2016 Plan	<p>1. Following website training &amp; review on 12<sup>th</sup> Jan, a meeting with Marcus Marsh (PF) took place. Some changes in size and format of photos has begun to improve speed and further suggestions to be taken forward with a new wire frame plan to be sent to JB for the Board to consider. A single A4 sheet of website performance figures has been provided and targets and goals have been set and regularly updated. JB and LW have received training and have control of web site.</p> <p>2. Trail leaflets. AC reported positive visits to Wick Heritage, Timespan and Historylinks and a draft text for the fishing leaflet will be circulated for comment. JH agreed to review. Whisky leaflet at a similar stage with approaches to individual distilleries.</p> <p>3. Business Group Advisory Panel (SM) meeting 19<sup>th</sup> Feb (see 9 below)</p> <p>4. Staff adverts for Visitor Centre shifts to be drafted and sent to Northern Times, Embo/Dornoch Buy and Sell and Jobs North.</p> <p>5. Training. The social media and gathering customer reviews courses are full. Welcome Host - Grannie's has booked 15 (1full day) and a 4 others asked for training, possibility of opening it to Venture North (VN) members if our own can't fill the places. VN are holding a digital tourism training session in Dornoch Sun 13<sup>th</sup> March (£20) and a food event is planned for October. Our BG members will be invited.</p> <p>6. March 1<sup>st</sup> Visit Aran, Visit Scotland and North Coast 500 confirmed fro Business Group meeting. Les Robinson of Gael Homes/Booking Admin to be invited to talk about on-line booking.</p>	<p>JH</p> <p>JB/JH</p>
5. Whisky Festival Review	JB and LW met with the venues and Michael Hanratty on Monday 25 <sup>th</sup> Jan to discuss and set a date for 2016 festival. Last weekend in Oct tbc. 1 large tasting event in Dornoch proposed as main event, will require a marquee in Castle Hotel garden. Possible funding from Events Scotland or as part of a second application to Visit Scotland Growth Fund. Balblair and Diageo attending next meeting (10 <sup>th</sup> Feb).	
6. Court House	The Visitor Centre is now open, but additional items still to be purchased/installed (TV, tablets, more canvasses etc). Rest of Courthouse venues to open in/by June.	

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7. Visit Scotland Growth Fund	It is possible we could apply for a second Visit Scotland Growth Fund grant. JH will report to the board whether this is appropriate. JB to supply original application.	JH JB
8. CCF	<p><u>Website</u> See 4 above.</p> <p><u>Signage</u> No further progress.</p> <p><u>Public wi-fi</u> The preferred bidder provided a reduced solution to match our budget. This was discussed in the light of the free provision of wifi in the Court House. It was concluded that the ongoing cost of maintenance could not be justified (£2740 pa). The board decided not to proceed with the installation of public wifi in the centre of town. JB will see if the funding for wifi can be transferred to a 3<sup>rd</sup> A9 sign.</p> <p><u>400 years of golf</u> AC reported there are 30+ entries for tartan product competition at Fibre Fest 11-13 March. JB updated the board on the events Music in May, June Education and Exercise, August street party Food and Drink in September, Whiskey festival in October.</p>	
9. Business Group & Advisory Panel	BGAP meeting 19 <sup>th</sup> Feb - SM reports positive response to invitation.	.
10. Financial Statement	The financial statement to 1 February was reviewed. JB reported a drop in renewals but a number still to come in.	
11. MDO Report	JMcG proposed the board's thanks for an excellent report which was agreed.	
12 AOCB	<p>JB reported on HIE Focus group meeting on 3<sup>rd</sup> Feb. HIE have appointed a consultant to lead a review of the Masterplan on 1<sup>st</sup> March (9:30 am) in the Social Club.</p> <p>JB gave details of the RDGC proposed Cycling Sportive on 22<sup>nd</sup> Oct.</p>	
13. DOMN	Tuesday 8 <sup>th</sup> March at Whinhill 7-9pm.	