

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

MINUTE OF DIRECTORS MEETING 9th April 2015

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Cllr Jim McGillivray (JMcG), Dyanne Hercher (DH) & Alison MacWilliam (AMcW)

Apologies: Anne Coombs (AC), Morven Urquhart (MU), Tiffany Fraser (TF), Tommy Mackay (TM)

Attending: Lucy Williams (LW), newly appointed Marketing Development Officer (MDO)

Item	Point of Information/Discussion/Decision	Action
Welcome	JC introduced Lucy Williams as the new Marketing Development Officer. LW's role includes developing the social media activity, supporting the Business Group members and implementing a marketing evaluation system.	
1. Resignation of Director	Rachel Jack has resigned as a director due to other commitments.	
2. Minute of Meeting 11 th March	Adoption carried forward to next meeting as JMcG, DH and AMcW not present throughout that meeting.	
3. Matters Arising	<p>a. Facebook Likes 603, 7555 over 5 posts</p> <p>b. Dornoch Local 629 hits in February, 1454 in March, but only 17 referrals from VisitDornoch (link on About Us). JB asked if the link could be in a more prominent position, as first suggested by Purple Frog. However the feeling was that as Dornoch.org had not been redesigned, it would detract from the impact of the new site. Other ways should be considered of boosting Dornoch.org (e.g. links to other local sites, Facebook pages etc. by Membership Secretary)</p> <p>c. Morven Urquhart has agreed to become Membership Secretary.</p>	
4. Membership & Stakeholder applications	Membership applications via Business Group application from Darren Macrae (228).	
5. Coastal Communities Fund (CCF)	<p>a. Pedestrian signage. Finger posts have been delivered awaiting installation by HC. "You are here" Maps awaited (delay with artwork).</p> <p>b. Map: due from printers this week.</p> <p>c. Mob App. BG members adverts requested, but only a few returned. JB to chase. AMcW will proof read adverts. JMcG still to contact Billy Ferrier to see if he would be prepared to act as App-master.</p> <p>d. MDO appointment. Lucy Williams now in post</p> <p>e. Adoption of staffing policies. Business Gateway has provided assistance with policies. The following policies were adopted Maternity, Shared Parental Leave, Paternity Leave, Grievance, Equal Opportunities, Disciplinary Policy & Procedure.</p> <p>f. Suggestions for VAT element of CCF. The award of £99,820 includes £12,437 of VAT which we can now reclaim. We can return to CCF with proposals for this amount. JC requested £5k for additional advertising in the summer. Other suggestions include a contribution towards the costs of a Wi-fi Hot Spot. Although we have an initial quote at £7.2k, we are awaiting HIE appointed research to draw up a detailed spec. JB to progress. Also</p>	JB, AMcW, JMcG

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	equipment may be needed for the digital intern (e.g. video camera). A projector & screen were suggested, but AMcW will check first if we can borrow from UHI as & when required instead.	
6. Visit Scotland Growth Fund	<p>a. Marketing Campaign. North Highland Initiative (NHI) has launched Route 500 https://www.facebook.com/northcoast500 a 500 mile tour round the north Highland coast that takes in Dornoch. We will post on our Facebook. Google adwords currently show visitdornoch.com first on a Google search for Visit Scotland which is the most commonly used search term for holidays in Scotland. Currently received 500 hits per day. Full report for next meeting. A range of banner ads are being trialled.</p> <p>b. JC met with VisitScotland staff Marion Walker & Gillian Learmouth. They are excited about the current campaign but also want us to look forward with possible future funding support. JC is to visit VS-Expo in Aberdeen (with HIE support for expenses) and meeting is arranged with Linda Johnston, Inverness Airport. JC met with Graham Ambrose of Inverness BID. Although they are a multi £m group their experience of supporting local businesses is similar. In fact our meetings attracting 40 out of 85 are considered excellent. It is proposed to host return website information.</p> <p>c. The Walking Festival 25-27 September – next meeting is April 28th. ESRA can not provide First Aid so JB will contact Red Cross. Hotels & pubs to be encouraged to lay on music in support.</p> <p>d. 27-29 November Fire & Ice. AMcW agreed to progress the Ice Rink proposal in AC's absence. Hercher's are able to provide side shows. MU not present to report on Feis involvement. JB confirmed Jail shopping event is 28th. JB/JC had meeting with HIE – and they will support the ice rink so long as it can be demonstrated to be sustainable in the future. JMcG to look into folk/Scottish music in the Cathedral. Possibility of a ghost walk (as done in Cromarty).</p> <p>e. 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.</p>	<p>JB</p> <p>AMcW</p> <p>MU</p> <p>JMcG</p>
7. Digital Intern	SCVO have placed the advert for a Digital intern. As well as the salary, the grant will cover accommodation costs (SC or B & B).	
8. Vodafone	A site visit took place 12 th March of the West Church Hall, the Castle Hotel and Social Club as venues to host the equipment that will facilitate enhanced mobile coverage in the town. JB to check on time frame for installation.	JB
9. Court House development	<p>The community pledges now stand at £15,165 (against a target of £20,000). JC, JB and JMcG are meeting Todd Warnock (TW), owner of Links House on 21st April, to discuss DACIC's involvement, should the project get the go-ahead. We have already had meetings with Highland Council and Visit Scotland. Highland Council's decision will not be known until 19th May.</p> <p>This represents a once in a generation opportunity for a unique private, public & community partnership to restore an iconic building and transform it into a high quality visitor centre and community hub.</p>	
10. Business Group	There are now 88 members. It was agreed to charge half rate for those joining after 1 st June. We need to plan ahead for subscription renewals in December. The turnover levy was not honoured by all in the first year, but needs to at renewal. We need to be clear about our future plans and the	

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	<p>benefits of membership. To aid this process HIE have offered to provide a Facilitator for a day to work with the group and establish the way forward.</p> <p>The board supported this initiative and JC will make the necessary arrangements.</p>	JC
11. Website update	Training is to be arranged for Graham Sawyer and Lucy Williams so that we can take over maintenance from Purple Frog.	
12. Bank Account	The Bank of Scotland has informed us that the type of account we have (Treasurer's) is no longer a valid option for a CIC. Instead we need to set up a not for profit Business Account. This will take a couple of months to establish and the existing account will be maintained until all operations have been satisfactorily transferred. JB has complained to the local BoS branch as we have been a CIC for 7 years and this issue was only picked up with the latest change in signatory request.	
13. Financial Report	Deferred to next meeting, when draft year end accounts will be available.	
14. DOMN	Wednesday 6 th May 7-9pm Council Chamber.	