

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

MINUTE OF DIRECTORS MEETING 11<sup>th</sup> March 2015

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Anne Coombs (AC), Morven Urquhart.

From Item 2: Dyanne Hercher (DH) & Alison MacWilliam (AMcW) From Item 6: Cllr Jim McGillivray (JMcG)

Apologies: Rachel Jack (RJ), Tiffany Fraser (TF), Tommy Mackay (TM)

Item	Point of Information/Discussion/Decision	Action
1. Nomination of Directors	Morvern Urquhart was welcomed to her first meeting. Nominations had been received from Dyanne Hercher and Alison MacWilliam and were duly accepted.	
	The two new directors were invited to join the meeting and were welcomed to DACIC.	
2 Membership & Stakeholder applications	Membership applications were accepted from Rachel Cameron, James Cameron and Ellen Beach (227). A stakeholder application was accepted from Stephen Whale (40).	
3. Coastal Communities Fund (CCF)	<p>a. Pedestrian signage is in hand (JB), to be installed by HC (JMcG) hopefully for Easter.</p> <p>b. Map: AC has sold 10 adverts. Sign off expected 13<sup>th</sup> March (JB), printing by Easter.</p> <p>c. MDO appointment. We had 12 applications and 4 have been invited to interview 17<sup>th</sup> March (JB/JC/JMcG)</p> <p>d. Mob App (JC). Initial design stage complete. Walks being assembled (AC/JC/JB). BG members on map to be invited to supply advert for App (10 photos, special offers). This is digital "A" frame opportunity. JMcG to contact Billy Ferrier to see if he would be prepared to act as App-master.</p>	<p>JB/JC</p> <p>JMcG</p>
4. Visit Scotland Growth Fund	<p>Many thanks to Jenifer for her work on the VS growth fund bid described as the best they had ever seen.</p> <p>a. Marketing Campaign. The first video has now been signed off by VS, so ready for launch. Banner ads are being placed on websites over a 2 month test period to find best options. The first competition is due to be launched shortly and run till 30 April (prize short break at Wester Whinhill). These will be run monthly. AMcW offered to develop questions for future quizzes.</p> <p>A VisitDornoch dropbox is to be established for photos etc.</p> <p>b. The Walking Festival 25-27 September will include a Dusk Walk by Ian Paterson, Countryside Ranger (IP), Guided walks (AC-Women's, Susan Brown-Pilgrimage, Pete Higgins-Past Masters), with sponsored walk (5,10 &amp; 20 mile routes) on Saturday; ESRA to provide first aid. There will be on-line registration for the sponsored walk with links to supporting charities. Sutherland Walkers have scheduled walk on 27<sup>th</sup>. IP will do map reading session on 27<sup>th</sup>. JMcG researching Saturday evening entertainment. JB reviewing Paths for all grant. AC to investigate possibility of Nordic</p>	<p>AMcW</p> <p>JB</p> <p>JMcG</p> <p>JB</p> <p>AC</p>

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	<p>Walking on 28th and dog walking (Lyn Wells),</p> <p>The weekend will be promoted on P &amp; J weekend section.</p> <p>c. 27-29 November Fire &amp; Ice. AC to get more details on cost of skating rink and options for curling. JC to get details on Fire Eater. DH to check on Hercher's side shows, MU to see if Feis would be interested in performing. Aim is develop programme of folk music in various venues. JB check Jail shopping event is 28<sup>th</sup>. JB/JC have meeting with HIE – will investigate support for event.</p>	<p>AC, JC, DH</p> <p>MU, JB</p> <p>JB/JC</p>
5. Digital Intern	<p>Application will be made to SCVO Digital Programme. If successful Digital intern will be provided for 6 weeks (May/June), housed in UHI to generate promotional video clips. Requires DACIC to register as employer (JB)</p>	<p>JC</p>
6. Minutes	<p>The minute of the meeting of 5<sup>th</sup> February was approved subject to typing correction in attendance list to Alison MacWilliam (proposed AC, seconded JMcG)</p>	
7. Matters Arising	<p><u>a. Facebook</u> Now 573 likes. FB reach over 7 posts was 6,772.</p>	
8. Vodafone	<p>The next site visit is 12<sup>th</sup> March. The school has so far been unable to commit to the next stage, so the West Church Hall will now join Castle Hotel and Social Club as venues to host the equipment that will facilitate enhanced mobile coverage in the town.</p>	
9. Court House development	<p>We understand that Todd Warnock (TW), owner of Links House has an option until 19<sup>th</sup> May to purchase the Court House from Sinclair Mackintosh. He plans to develop three businesses: an upmarket tea room and deli (similar to House of Bruar), a whisky shop and a spa. In addition he wants to support the creation of a new visitor centre (from which he expects no financial benefit). He would be making a considerable private investment and requires a commitment from HC to retain the Service Point for five years, for DACIC to base its operations there and for the community to raise £20k (half the upgrade costs of the visitor centre).</p> <p>These plans were shared with the Business Group at a meeting on 5<sup>th</sup> March and were universally supported. A pledge form launched at the meeting has now been widely circulated and £8,700 pledged to date. It was agreed to do a house to house drop in the main areas (MU, AMcW, DH).</p>	<p>MU, AMcW, DH</p>
10. Dornoch South	<p>JMcG reported that the abattoir site is currently being cleared. Unfortunately Robertson's have now stepped back from the 40 room UHI student accommodation block. However RDGC have plans to centre their Golf Academy there, creating a driving range, short game holes, tennis court, bus &amp; car park, offices, new toilets (available to the public) and a café.</p>	
11. Business Group Update	<p>The meeting on 5<sup>th</sup> March was well attended (over 40 delegates). Lunch was provided by Business Gateway who did a joint presentation with Highland Council on their recruitment services in support of local businesses. JB then did a presentation on the Coastal Community Funded items: pedestrian signage, printed map, mobile app and 18 month part time Marketing Development Officer post. Isla Fullerton-Smith and Kate Grant had concerns about the usefulness of a mobile app. Nick Lund outlined the role of the website (to reach people who didn't know about Dornoch) compared to the mobile app (which will guide people who are already here to individual businesses). For shops, cafes and B &amp; Bs there is a clear marketing opportunity to a captive audience and members will be able to display up to 10 photos and special offers. The Vodafone Rural Open Sure</p>	

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	<p>Signal will provide a strong mobile signal to support the App. JB then shared the plans for Dornoch Carnegie Court House produced by Liz &amp; Todd Warnock from Links House (see 9 above). The meeting was asked by a show of hands to indicate if they supported the initiative. There was overwhelming support. A pledge form had been produced to circulate to the wider community in a bid to raise the £20,000 that represents half of the cost of upgrading the visitor centre. Neil Hampton agreed to circulate the form to golf club members.</p> <p>JC announced that the application to VisitScotland's Growth Fund for the maximum grant of £40,000 had been successful. This matches the £40,000 already raised (£20,000 from Business Group members, £15,000 from Common Good Fund and £5000 from Coastal Communities). Nick Lund from Purple Frog and JC did a presentation of "a road map" to show the funds would be spent to deliver the marketing strategy. A promotional video of Dornoch was one of the first items and was demonstrated to the audience. The first monthly competition will go live in March.</p> <p>There were some concerns about the drop off in enquiries caused by the changeover to the new website. Nick Lund explained that whilst the old site was high up the Google list for "Dornoch" a wider range of search terms was needed to attract people who had never heard of Dornoch, but were interested in short breaks in the countryside for example. It will take some time to build that up but there was a clear plan in place to achieve the end goals.</p> <p>There were concerns that the web cam, weather widget and events have disappeared. These are now on <a href="http://www.dornoch.org.uk">www.dornoch.org.uk</a> and a link will be provided.</p> <p>Kate Robinson asked for appropriate wording for consent from her customers to pass their email address to visitdornoch for future marketing. Purple Frog to provide this.</p>	
12. Website Update	<p>Kerensa Carr says the hits on Dornoch.org.uk have been disappointing since the sites split. She has an advert in Properties to let. The return link from VisitDornoch above should help. Extra month of advertising at no cost to be offered.</p> <p>Graham Sawyer has agreed to be the webmaster for visitdornoch.com</p>	
13. Sharing tasks	<p>Dyanne Hercher has agreed to take on the role of Treasurer. Alison MacWilliam (see above) will do monthly competition questions. Morven Urquhart will consider the role of Membership Secretary for the next meeting. All will spread the word about the Court House pledge form on Social Media.</p>	
14. Financial Report	<p>The accounts show projected free reserves of £3000 after website is paid for.</p>	
15. AOCB	<p>World Host. JB to review progress towards destination status following recent training and report back</p>	
16. DOMN	<p>Thursday 9<sup>th</sup> April 7-9pm Council Chamber.</p>	