

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

MINUTE OF DIRECTORS MEETING 12th November 2014 adopted at the meeting on 16th December 2014

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Rachel Jack (RJ), Cllr Jim McGillivray (JMcG), Anne Coombs (AC) and from item 6 Tommy Mackay (TM)

Apologies: Tiffany Fraser (TF)

Item	Point of Information/Discussion/Decision	Action
1. Minute	The minute of meeting 8 th October 2014 proposed AC, seconded RJ.	
2. Matters Arising	<p><u>a. Facebook</u> JC/JB now sharing admin. At 31/10/2014 290 likes. Website October hits 7509 (cf 12,421 Oct 13)</p> <p><u>b. Junior Involvement.</u> JB to attend Interact meeting at Dornoch Academy on 20th Nov</p> <p><u>c. Coastal Community Fund (CCF) update.</u> Advertisement consent received from Highland Council for pedestrian signs.</p> <p><u>d. Vodafone Rural</u> An application has been submitted for five extenders of 500m range to give enhanced mobile and 3g coverage.</p> <p><u>e. Map print quote</u> AC has a quote from J Thomson which meets our requirements. Adverts would be in the order of £125-£175 +VAT for small and £250-£350 + VAT for the large ones depending on print run.</p>	JB
3. Membership & Stakeholder applications	A stakeholder application from Anne-Marie Wallis was accepted	
4. Business Group	<p>a. Membership sign-ups at 71 with financial commitment of £21,750.</p> <p>b. World Host training: Customer Care on 6th Nov attended by 11 and 12 are booked for Sales powered by retail on 20th Nov. Grannie's Heilan' Hame want 25-25 places in March. JC to follow up on "Caithness & Sutherland" world host plans.</p> <p>c. Social Media training (Business Gateway) 13th Nov in Brora- 7 BG members attending.</p> <p>d. JB outlined requirements for monthly monitoring for CCF – bed nights, occupancy rates, variation in turnover, hours worked, visitor numbers. Additionally VS growth fund needs enquiries generated and bookings taken for each part of the marketing campaign.</p> <p>e. A meeting of BG members has been called for 18th Nov. JC will present marketing campaign for VS Growth bid. JB will present monitoring requirements and the invoicing/payment process will be outlined. Invoices to be issued after the meeting for payment by 5th December.</p> <p>f. 32 existing advertisers have not joined the BG as yet but have pre-paid adverts. It was agreed to retain advertising on Dornoch.org for these and others (e.g. trades) that would gain from the local site.</p>	JC

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5. Visit Scotland Growth Fund Bid	JC was well advanced with the application form. VS have identified market segments that we can align to. We will focus on <u>Do</u> more by adding value to the shoulder months, for example working in partnership, retail vouchers will be offered in self-catering homes and a menu of authentic experiences developed to build a tailored break for high spenders (e.g. fishing, shooting, piping, whisky tasting). JC & JB met with HIE on 31 st Oct to see if they can match our private funding of £20k. A response is awaited.	
6. Website next steps	It was agreed that we should proceed with the new Visit Dornoch site proposed by Purple Frog, with the existing site becoming Dornoch.org. This will ensure the website is designed to be campaign ready should we get the VS Growth fund. Even if we don't it is still the main vehicle to deliver "You can <u>Do</u> it all from here" and will show our members and the wider world that we are up and running. This is a significant investment of our reserves, as no public funding is allowed due to State Aid rules, but the board believes it is crucial to our success. A launch date of late December/early January is planned. Good quality photos are urgently required. JB to see if P Wild's a Year in Dornoch can be used. RJ to contact Andy Kirby of the photographers' club.	all
7. VAT	A decision was postponed until the next meeting.	
8. New Year Programme	The three day programme is making good progress and the next meeting is 13 th November to confirm leaflet for printing. DACIC are involved in the Soup & Porridge at the beach on 1 st in support of the Loony Dook (JB) and in the Gaelic Concert in the Cathedral on 2nd (sub committee JMcG, TM and AC to finalise the details). JMcG has secured funding from HC and Bord na Gaidhlig to assist with costs.	
9. Financial Report	As of 6 th November the free reserves stand at £6,476.02, although that includes £400 World Host fee income and course bill is yet to come.	
10. Directors Annual Declaration & Register of Interest	These forms have been sent out, but so far only 2 have been returned (AC & RJ). All others to attend to these ASAP.	All other than AC & RJ
11. AOCB	a. The planning application has been lodged for DADCA's new community centre. It was agreed that individual responses in support would have greatest impact.	All
	b. CaSplan meeting is to be held on 4 th December for public consultation. JB to advise all members.	JB
	c. JB had got two quotes for WiFi hotspot for town centre, but HIE will provide specialist support by way of a survey and detailed specification to allow for competitive bids to be requested.	
12. DOMN	Tuesday 16 th December 7-9pm Council Chamber.	