

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

MINUTE OF DIRECTORS MEETING 16th December 2014 adopted at the directors meeting of 15th January 2015

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Rachel Jack (RJ), Cllr Jim McGillivray (JMcG), Anne Coombs (AC), Tommy Mackay (TM) and from item 4 Tiffany Fraser (TF)

Apologies: Margot Stoddart

Item	Point of Information/Discussion/Decision	Action
1. Minute	The minute of meeting 12 th November 2014 required a correction. TM had been present for item 6 onwards. Proposed RJ, seconded AC.	
2. Matters Arising	<p><u>a. Facebook</u> Now 377 likes. Website November hits 6340 (cf 14,622 Nov 13). However FB reach in November was 9,178.</p> <p><u>b. Junior Involvement.</u> JB attended 2 Interact meetings at Dornoch Academy. Possible interest in volunteer guides – January update.</p> <p><u>c. Coastal Community Fund (CCF) update.</u> Final decision due January</p> <p><u>d. Vodafone Rural</u> The application has been successful, subject to technical review. JB attending London promotion in January.</p> <p><u>e. HIE support</u> for Wifi survey still awaited.</p>	
3. Membership & Stakeholder applications	21 new stakeholders from Business Group membership (total now 34) and 12 new members (IV25 residents) from Business Group membership (total now 220)	
4. Business Group	<p>a. Membership sign-ups at 74 with financial commitment of £21,995 of which £17,755 has been received. 13 payments awaited.</p> <p>b. Interest confirmed in Business Gateway courses –January dates awaited for Social Media & Website design.</p> <p>c. Accommodation Survey has gone out to beta group, then to rest next week. Retail to follow.</p> <p>d. World Host – now 12 businesses registered which is 16% of our membership. However there are tourism businesses not members of the group that need to be added. There will be 2 courses for Grannie's Heilan' Hame and 2 for other business group members in the New Year. JC has in touch with Marcus Mennie of “Caithness & Sutherland” WorldHost group. However as we are on course to achieve WorldHost destination there is currently no advantage in joining forces.</p> <p>e. ANM Group are planning to run Burnside as accommodation providers. Also new providers at Fearn House and the Old Manse. JB to contact re Business Group membership.</p>	JB
5. Visit Scotland Growth Fund Bid	HIE were unable to match the private funding due to restrictions on marketing support. However the Community Council has supported an application to the Common Good Fund for £15k (JC to send a letter of thanks). HIE provided special assistance to help develop the grant bid, which is at the final review stage. A decision is due on 27 th February, but the campaign will need to be ready to go on 1 st March! 5 bids had been received for the marketing campaign, 2 of which had not supplied the detailed financial breakdown requested. A further 2 had additional costs of £10k-£11k to develop the initial conceptual design. The bid from Purple Frog therefore represented best value for money.	JC

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6. Website Update	The initial designs from Purple Frog were reviewed. The site is advertising based with easy navigation on the new themes of Stay, Shop, Try, Explore and Eat & Drink. All advertisers will need to submit new copy and 900 px wide images by 5 th January to meet a launch date in the 3 rd week of January. JC to see if the self catering section can have the same selection criteria as now – Number in party, Dog Friendly and Disabled Friendly. Potential for Gael Holiday home booking system to be incorporated to be investigated. More photos are needed – specifically of golf, weddings, wildlife and landscapes (e.g. Embo). JC to investigate PF dropbox option for these.	JC JC All, JC
7. VAT	It was agreed to endorse the Finance & Funding sub-committee’s recommendation to make a voluntary application to register for VAT in January 2015. Monthly VAT returns will be required for cash flow (TF).	
8. New Year Programme	The leaflets have been circulated in Dornoch, but board members to collect stock from JC for wider distribution (Tain, Bonar, Golspie etc). JMcG has performers booked for Gaelic concert. JB organising the Treasure Hunt and catering for beach on 1 st .	All JMcG/JB
9. Financial Report	As of 12 th December the free reserves stand at £6,001, after ring fencing the Business Group contributions. The £1000 grant for allotments has now been paid to DADCA who are developing the community garden in the Glebe Field.	
10. Directors Annual Declaration & ROI	These forms have been sent out, and 4 have been returned. All others to attend to these ASAP.	TF, TM, JB
11. AOCB	a. Invitation to a meeting of East Sutherland Community groups per Helen Houston Kyle of Sutherland Development Trust was discussed. It is not clear that DACIC have the appropriate remit and JC will follow up	JC
	b. Business Gateway have offered to sponsor a business group meeting (with refreshments & a speaker). This to be tied in to next presentation by Purple Frog (February) perhaps in newly refurbished Free Church Hall.	JB/JC
	c. The board approved the offer from Highland Council of a “Licence to Occupy” the Retail Park entrance. This was originally discussed in 2012 but not completed. Highland Council is to meet any legal fees involved. Permission was also granted to DADCA Flowers & Fairs to install a floral display on the area.	JB
	d. The bid to SCVO Digital Challenge fund for WiFi hub was not successful	
	e. St Andrew’s Fair feedback. Events in the Social club a success. High Street shops had extra custom. Minimal effect on other locations. Potential to build into DACIC marketing plans for 2015 and grow the event.	
	f. Richard Robins-Bird has offered a 30 minute aerobatic flight in his Bulldog plane as a raffle/competition prize. JC to consider best use in marketing campaign.	JC
12. DOMN	Thursday 15 th January 7-9pm Council Chamber.	