

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

8. Court House	The Visitor Centre renovations are progressing well, due for completion at the end of the month. Purple Frog have supplied graphics for the wall behind the desk, which will be made into wallpaper strips by and then fitted by Acorn Signs. Canvas prints and an A1 panel of the NC500 route will be displayed on the other walls. All community donations have now been received.	
9. Visit Scotland Growth Fund	There is some remaining budget in PR and Project Management headings. It was agreed to transfer these to adwords to support the Spring Break campaign from now till the end of February, subject to approval by VS (meeting with Gillian Learmouth tomorrow). The final report is due by May and LW will send out 2015 review surveys to inform this process.	LW to send out end of year review to all BG in the next week.
10. CCF	<p><u>Website Review Training – 12th January</u> John Taylor (JT) had highlighted some problems with the VD website and these were reviewed. He is to produce a report to forward to Purple Frog (PF) at a cost of £200. JB and LW to receive training in Google Analytics from JT. It was agreed to have 6 weekly review calls with JT thereafter (£40 each).</p> <p>As the outcomes of both CCF and VS are to increase bed nights we need to improve the website to attract bookings. It was agreed that a collage template (e.g Woodland B & B) gave a fuller picture than the single photo currently used. Many accommodation sites use symbols on a facilities tab to enable customers to compare accommodation more easily. This to be discussed with PF in conference call on Friday (JB & LW). JH & AMcW to review symbols (members John Garvie & Kendra Ballantyne also agreed to help following the training session and an initial meeting was held 15 Jan).</p> <p>A ‘Book now’ call to action which links you through to a booking system for those members offering this service to be discussed with PF. Les Robinson (Gael Homes) proposed a solution last year which will be reviewed.</p> <p><u>Signage</u> A9 sign to include beaches, Grannie’s Heiln Hame, Historylinks, Carnegie Courthouse Visitor Centre and golf courses (Cathedral to come off as they don’t want to go through VS accreditation – Grannie’s to replace as 30,000 visitors pa). Hoping to get sign up in early summer once the courthouse is open.</p> <p>Welcome sign to replace brown sign before the school. This will be vinyl so can be replaced annually if required. For example 400 years of golf, World Host destination, 13th century cathedral, historic town centre, Whisky Cellar 5th best golf course in the world, 5* museum. Sign to have removable bottom section with slide in signs for the various major events. Advice from Purple Frog to tie in with the Navigation Strategy on content & design</p> <p><u>Public wi-fi</u> The preferred bidder has been approached for a reduced solution to match our budget and a proposal is awaited.</p> <p><u>400 years of golf</u> Joint promotion of events to take place during 2016 – see 7 above. First promotion is for Fibre Fest 11-13 March and associated RDGC tartan product competition. JB & LW to work with Lindsey Kelly and Neil Hampton. LW to do VD Facebook & website promotion in support.</p>	<p>JT report</p> <p>JH and AMcW to join the website focus group.</p> <p>JB/LW/PF</p> <p>JD to take on some of the signage planning.</p> <p>JB/PF</p>

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11. Business Group & Advisory Panel	<p>SM to organise a meeting within the next 2 weeks of BGAP. He would like to discuss possible events in the winter (bootcamps- fitness, cooking, fishing, deerstalking, host Christmas parties). Potential of holding breakfast meetings. Also voucher system for offseason to encourage visitors at BG accommodation to visit shops & attractions (financial support from CCF)</p> <p>BGAP to set goals and objectives/decide on what to achieve by the time the funding runs out.</p> <p>Steven mentioned that Grannie's have seen an increase in holiday bookings he believes there is an opportunity to create a buzz around Scottish holidays this year (safer to stay home, cheap petrol/diesel)</p>	
12. Financial Statement	<p>The financial statement to 31 December was reviewed. The Visit Scotland grant was received in December. The CCF revenue grant has been received for January-March expenditure. A claim is due to HIE for off-season event support (e.g. Pyroceltica & Pipe Band)</p>	
13. MDO Report	<p>A procedure for proof reading and having a framework/sign off process for all content on website/leaflets/posters was agreed</p> <p>Competition will be bi-monthly next year as they continue to attract substantial visitors to the site and add to the email contact list for newsletters.</p>	
14. AOCB	<p><u>Firths & Fjords Conference</u></p> <p>AMcW gave an update on the conference. Sessions planned in Social Club and Golf Club. Field trip with Martin Carver with Pictish theme and an exhibition in Struie Room (Social Club) will be open to the public. UHI plan to advertise locally mid February. There should be a good influx of visitors and associated bed nights. Plan to get feedback from accommodation providers after event.</p> <p><u>Website Hosting</u></p> <p>It was agreed to accept PF's proposal to host the VD website. This will reduce development costs and allow a separate development platform for review before going live. However JB to confirm arrangements should we need to move the site in the future.</p>	<p>LW to add to the next BG email and line up some Facebook posts/website news posts. JB to put info on local site.</p> <p>JB</p>
15. DOMN	<p>Tuesday 9th February at Whinhill 7-9pm.</p>	