

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

MINUTE OF DIRECTORS MEETING 19th May 2014 adopted at the Directors Meeting 30th June

Present Jenifer Cameron (JC) (in the Chair), Cllr Jim McGillivray (JMcG), Joan Bishop (JB), Rachel Jack (RJ), Anne Coombs (AC), Stuart Gardiner (SG), Di Alexander (DA)

Apologies: Pat Murray (PM), Tommy Mackay (TM), Don Nicolson (DN)

Item	Point of Information/Discussion/Decision	Action
1 Minute	The minute of meeting 14 th April 2014 proposed RJ, seconded SG.	
2. Matters Arising	<p><u>a. Pipe Band.</u> TM not present to update. JC will chase to ensure all is in hand for Forres visit 28 June. DA interested in going with TM</p> <p><u>b. Court House.</u> SCS will inform us once sale complete – nothing as yet.</p> <p><u>c. Service Point Update</u> SG not been able to measure up to flesh our JMcG's ideas for incorporation in the library. Stair lift would be required.</p> <p><u>g. Meeting with Stuart Black</u> Signage approved by CC so Colin Simpson now presenting to Transport Scotland on our behalf.</p>	JC/TM/DA
3. Membership Applications	There were 6 membership applications all resident in IV25 and duly admitted. 5 stakeholder contact details were received from those working in IV25 but living outside.	
4. Sub-Committee Reports	<p><u>a. Finance & Funding</u> HIE and HC will pay on sight of Purple Frog invoices. Coastal Communities stage 1 application submitted for costs of implementing navigation strategy. Current reserves are £6,671 of which £2000 is ring fenced. Website income to date£2120. DONM 26/5/14</p> <p><u>b. Walk</u> Charities advised of 5 mile option returning to school. Shared TODO list on Googledocs. FAQs prepared for website. Sutherland Show committee has kindly agreed to let us have a charity table and we have placed an advert in the programme to encourage sign ups. DONM 2/6/14</p> <p><u>c. Marketing.</u> The Finding Dornoch contract had been awarded to Purple Frog at a fixed price of £30,600 (£25,500+VAT). The planned public meeting was not feasible due to lack of venue availability. However the team from Purple Frog visited 12/13th May and four meetings were held (see item 8). DONM 22/5/14</p>	

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<p>5. Report on HIE Masterplan meeting on 7th May</p>	<p>JC, JB and JMcG represented DACIC. UHI, Golf club, DADCA, CC, HC also represented. Pete Guthrie introduced Grant Rogerson & Avril Macleod from ANM (owners of Dornoch South) and Catherine MacIntosh from The Robertson Group (UHI Student Accommodation Contractor). There is good news for Dornoch South as the Scottish Government have agreed to fund the clearance and decontamination of the site. Robertson's have been involved in the planning cycle with ANM, HC, SEPA. The 200 year flood risk means residential building is restricted the north of the 10 acre site, bordering The Meadows, and a 40 bedroom student unit is expected to get planning consent in June 14 for completion by August 15.</p> <p>The area with existing “modern” buildings is open for discussion for non-residential use (retail, commercial, tourist attraction etc.). South of this (through the old gates at ANM reception) would be suitable for a large coach park. ANM are suggesting that the old gas works building could be made available to the community at a pepper-corn rent and are looking ideas for its use.</p> <p>HIE have appointed Halliday, Fraser, Munro as Planning Consultants for the whole site and DACIC will be a consultee. The process is expected to begin in early June.</p> <p>This is huge opportunity for Dornoch. It could open out the Invergordon liner coach tour market with the potential for half day trips if a coach park, new toilets, cafeteria style catering (as current provision could not meet demand) and some form of attraction was available.</p> <p>Since the meeting two possible major attractions have been suggested. A <u>Curling Rink</u> (already worked up in some detail by the North Highland Curling Trust when student accommodation was proposed at Burghfield) and following the recent Classic Car Tour and visit to GNR Sutherland's private collection of 20 horse drawn carriages and 40 classic & vintage cars, the possibility of a <u>Transport Museum</u></p> <p>The rest of the 10 acre site is a potential “green area” ideal for a nature walk as it links to the Glebe Field (community orchard & allotments) and then to Meadows Park – the proposed site for the new community centre.</p> <p>The board felt it was vital that the overall development was considered as a whole rather than piecemeal. For example the gas works might be more suitable for commercial use and part of one of the new buildings might be better for community use. Also to attract funding to convert the gas works might require ownership rather than renting. ANM are committed to “doing right by the town” so are likely to be approachable to a range of ideas.</p> <p>JC agreed to contact HIE about an early meeting with Halliday, Fraser, Munro to share our initial thoughts.</p>	<p>JC</p>
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6. Business Plan	<p>Business Engagement Group will be SG, JC, JMcG, JB and TM (subject to his agreement) this will include sharing the brand message and facilitating WorldHost training with a view to achieving WorldHost destination status. DA agreed to join Finance & Funding sub-com. The marketing sub-com is working on the marketing strategy which will identify funding requirements. DA again raised concerns about lack of paid staff. An application has been made to Just Enterprise for assistance with the business plan.</p> <p>Skills audits from the new directors to be added to existing skills table and if skills gaps are identified then members of DACIC or specialists in the community can be invited to join sub-coms.</p>	
7. Feedback from Purple Frog Meeting	<p>The team from Purple Frog visited Dornoch on 12 & 13 May. Jenfier took them on a tour of the wider area and they explored Dornoch on foot. They met with the marketing sub-com and Susan Brown first, then held a session with the DACIC board when the barriers to success were explored (e.g. resistance to change, engagement with Dornoch's younger generation, reaching the wide range of visitors).</p> <p>19 attended the business session when there was a good discussion on "what's in it for me", "how will it benefit my customers", "how will it help the community". The final session included representation from DADCA, CC, HC, RDGC Council, the Cathedral and 3 businesses. Although slow to start, the break out sessions in this last group provided good feedback.</p> <p>Purple Frog will share their ideas electronically on the Dornoch brand, initially with the sub-group and then the board before returning to Dornoch mid June to present to the wider Dornoch audience. (JB to check venues for wb 16 (or failing that 23) June). As we review the ideas it is important to consider them from our customers' perspective, not our own!</p>	JB
8. AOCB	<p>a. <u>Map leaflet</u>. Anne Coombs had suggested that a free map would be very useful to coach tours – especially from the cruise liners. JB presented a first draft that Jerry Bishop had developed from the Fibre Fest map. The board members made some suggestions for change and JB to proceed with a print run of 2500 @ £82.</p> <p>b. <u>Internet Banking</u> It was agreed that JB should have Internet banking access as well as RJ. The necessary paperwork was completed.</p>	JB
9. DONM	Monday 30 th June 7-9pm	