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

MINUTE OF DIRECTORS MEETING 24th November 2015

<u>Present:</u> Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Alison MacWilliam (AMcW), Cllr Jim McGillivray (JMcG), Morven Urquhart (MU), Jacqui Hamblin (JH), Anne Coombs (AC), Vanessa Williamson (VW), James Dillon (JD)

Apologies: Steven Mure (SM)

Item	Point of Information/Discussion/Decision	Action
1. Director's Application	James Dillon's nomination as a director was accepted.	
2. Minute of Meeting 27 th October	Proposed JH, seconded MU	
3. Matters Arising	Lucy Williams will take over as the VisitScotland contact from JC. A meeting with Gillian Learmount from VS will be arranged for January. In the first instance LW will take over as PF contact. Skills audits to be completed by the four new directors	SM/JH/VW/JD
	Directors annual declarations were completed	
4. Membership & Stakeholder applications	A membership application from Irene Bews was accepted.	
5. Whisky Festival	JC has had an interview for MFR and BBC Gaelic. The Scotsman is running an article. Dalmore tasting is full, Eagle has sold all its accommodation. Castle Gala dinner 70% full and RDGC has 15 for the tasting.	
	The weather forecast is dire for Friday night, so a decision will be taken at 4pm if we have to cancel. On Thursday night car parking is to be reserved in front of the Court House for Pyroceltica and nearest the bus station for the Dalmore lorry. The road is to be closed at 5:45 (as for Pipe Band night). Bollards to be put out at rear of cathedral to ensure Stagecoach vehicle can get through High Street. As JMcG is not able to be at the concert JB will take over co-ordination.	
	Board members are encouraged to attend the final session in the RDGC on Sunday.	

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6. Coastal Communities Fund	 a. The extension bid has been approved, and the formal offer will follow shortly. A sub-committee of JB, AC & VW to produce the year plan to incorporate. The first Dornoch Ambassadors Training session will be held at Dornoch Academy on 4th December. b. A9 signage update. A meeting has been held with representatives from VisitScotland, The Courthouse and the Cathedral. Accreditation cannot happen until May when both attractions are open. The Cathedral has concerns about training and they will consider whether to go ahead after a meeting on 6th December. c. Three tenders for Public Wi-fi have been received. All are well over budget (at least 3 times the quote for a detailed proposal received a year ago). In particular there is concern about annual ongoing costs of such a system and the burden it will place on the business group subscriptions. As the new Couthouse is to have free wifi and the mobile app has been designed to be stored on the device with minimum need for signal updates, consideration was given to abandoning the project. However, it was agreed that an approach be made to the highest scoring tender to see if any alternative system could be provided within budget. 	JB/AC/VW
7. Court House	A quote has now been received from PF to design the graphics boards. JB has a meeting with Carol Mackay 2/12 to review the budget.	
8. Visit Scotland Growth Fund	a. <u>VS Report & claim</u> to be submitted in the next few days. b. <u>Marketing Update</u> October's website hits were 33,000 compared to 7,500 in the previous year. There will be an article in the Flybe In-flight magazine. PF set up for the final 3 months. A Spring Break campaign will be the main focus. c. <u>New Year Programme</u> 3000 Leaflets are here and 7000 are with Landmark Press for distribution. Advertorial in P & J and Sunday Herald d. <u>400 years of golf</u> . JH had attended the community events meeting on 3 rd Nov in RDGC. The UHI conference 31 March - 2 April is something we can assist with in promoting. The new 400 years web site is due for launch shortly. e. <u>11-13 March Fibre Fest</u> A new section of the website will be devoted to this. AC asked to provide 350 x 350 pixel photo and 150 words f. A new front page item on "We do Romantic & Cosy" is being well	AC
8. Business Group	received. The meeting on Monday 9 th November in the Royal Golf Hotel was attended by 20 members. Neil Hampton of RDGC chaired the meeting with presentations by Robert Ratcliffe (Royal Golf Hotel) on the 2015 season, Nick Lund (Purple Frog) on the marketing campaign and David Stewart (Highland Retail Academy) on WorldHost. SM is now chairing the BG Advisory Panel with Shaun Ashe and Eric deVenny volunteering to join the panel. Neil Hampton announced Jenifer's retirement from the panel and the board and a hearty vote of thanks was given in recognition of the tremendous contribution Jenifer has made.	

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10. AOCB	As JC is a signatory on the bank account we need to set up new signatories. JD has agreed to act as treasurer and signatory and JH will also be a signatory. JB is currently a signatory.	JB/JH/JD
11. DOMN	Thursday 17 th December at 7:30 pm in Council Chamber. This is to discuss the New Year programme. The next regular meeting will be Tuesday 19 th January 7-9pm	