

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

MINUTE OF DIRECTORS MEETING 30<sup>th</sup> July 2014 adopted on 8<sup>th</sup> September 2014

Present Jenifer Cameron (JC) (in the Chair), Cllr Jim McGillivray (JMcG), Joan Bishop (JB), Anne Coombs (AC), Rachel Jack (RJ), Pat Murray (PM), Tommy Mackay (TM),

Apologies: Don Nicolson (DN)

Item	Point of Information/Discussion/Decision	Action
1 Minute	The minute of meeting 30 <sup>th</sup> June 2014 proposed PM, seconded AC.	
2. Matters Arising	<p><u>a. Court House.</u> SCS are proceeding with the latest bid, but can't release any details until completion.</p> <p><u>b. Coastal Communities Bid</u> We have been invited to submit a stage 2 application by 24<sup>th</sup> Sept. for which we need specifications for the navigation items (signage, app) so we can get quotes. JMcG will follow up A9 signage with Colin Simpson. PM will speak to retailers about monitoring based on turnover &amp; jobs so we have a baseline this year from which to measure effects of navigation measures. JB &amp; AC will work on the bid.</p> <p><u>c. Pipe Band.</u> TM &amp; JC had met with Alastair Rhind (AR). The Tain group have not met yet, but there are mixed views because of the increased cost of bid – now £75k. AR is very supportive however and the group would provide support in setting up and stewarding, in any event. TM, JC, AR &amp; JB will meet to review file from last time – sponsors, costs – so F &amp; F can produce an event P &amp; L. HIE supported the Forres bid, so have said they would consider a bid from us. AR &amp; JMcG will approach Highland Council as the event has benefits for the wider area with accommodation from Inverness to Brora, so potentially multiple Ward Discretionary budgets over 2 years. Event Scotland to be contacted by F &amp; F once costs understood. Contact Forres &amp; Dunbarton for their experience – both have been very profitable events. Essential to pre-sell tickets the majority of tickets, which relies of effective advertising. Working with the Show Committee gives us an advantage with marquee costs. Tain group &amp; Show regularly work together for setting up etc. We would need funding for paid events manager. All board members to review and add to list of potential sponsors. JC will contact Willie Fraser to gauge support from Dornoch Pipe Band. Colin Thomson from Dornoch Castle is very enthusiastic – need to develop weekend of events e.g. visiting band in Square on Friday night, marquee dance Sunday pm to make it a “brilliant bash”. The Royal Scottish Pipe Band Association (RSPBA) to visit Dornoch in August to review site. They will then decide if they will invite us to submit a bid.</p> <p><u>d. Dornoch South</u> JC, JB &amp; JMcG met Fraser Halliday Munro (FHM) at Masterplan group meeting. Demolition and clearance has been delayed due to change in State Aid funding rules. HIE are confident that the issues will be resolved. However there are concerns for the timeframe of UHI student accommodation as a result. FHM held a public consultation / call for ideas on 29<sup>th</sup> July which was well attended.</p>	<p>JMcG</p> <p>PM</p> <p>JB, AC</p> <p>TM, JC, JB, AR</p> <p>F &amp; F</p> <p>AR, JMcG</p> <p>F &amp; F</p> <p>JC</p>
3. Priorities, tasks and workload	<p>RJ said her current commitments no longer allowed her to attend sub-committees (Walk and Finance). TM offered to join Funding &amp; Finance. The short term priorities are Pipe Band Bid, Walk (finishes on 20 Sept), Marketing Strategy, establish a Business Group, Funding Bids, General admin and management. JC &amp; JB carrying the greater part of the load. We have lost another director (see item 5). We need help in the form of paid human resource. HIE will consider a bid to buy in on a contract basis. JC/JB to produce job description, hours required etc. A plea will be set to members</p>	<p>JC &amp; JB</p>

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	to join the board or sub-committees.	
4. Membership & Stakeholder applications	There were none	
5. Director resignation	It is with regret that the board accepted the resignation of Di Alexander.	
6. Sub-Committee Reports	<p><u>a. Finance &amp; Funding</u> At 24<sup>th</sup> July, current free reserves were £6,493. Website income £2,896.</p> <p><u>b. Walk</u> Rather than risk being left with unsold dedicated walk t shirts, the proposal was to buy “Dornoch you can do it all from here” polo shirts which would have more general appeal and longer shelf life. In the first instance these will ordered for board members to check quality (once final logo is available). Clarification on marketing – locally this is up to DADCA. As DACIC is overstretched no other events are planned to encourage longer stay. DONM 4/8/14</p> <p><u>c. Marketing.</u> The draft marketing strategy had been circulated and minor changes were discussed and agreed. The new Facebook page is now live but photos required. Sander Macdonald to be asked for photos (to be sent to DN).</p> <p><u>d. Business Group</u> JC, JB, JMcG and TM to form DOMN11/8/14 @ 7:30 Budding Genius. Remit: to engage with businesses, share branding, marketing &amp; navigation strategy and promote buy in. To work together to improve quality via WoldHost, social media &amp; marketing training. To plan early initial presentation to the business community.</p>	
7. Business Plan	<p>Just Enterprise (JE) has provided support on the Business Plan and on our legal structure. Their recommendation is to change from CIC to Charity company limited by guarantee. This allows membership to be extended to those with businesses in Dornoch but who are not resident – vital for our future plan and to strengthen the board. As a CIC we are liable for Corporation Tax, whereas charities are not. JC wants confirmation that there is no downside to this (e.g. what if we want to buy land in Dornoch South). Also do directors and members automatically transfer to the new organisation. JB to contact JE and Ian Mackay (accountant). However it was agreed that an agenda item on the AGM would ask for mandate to investigate change. JB to check any effect on CCF bid. AC will work on new M &amp; A for OSCR compliance</p>	JB, AC

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<p>8. Purple Frog proposals for navigation strategy</p>	<p>Purple Frog have split the navigation into colour coded themes (Explore, Enjoy, Shop, Try, Eat &amp; Drink, Stay) which run through a map, mobile app and pedestrian signage. An A3 folded A5 Discover Dornoch leaflet, with A4 map and A4 description under themes, with reverse A3 of adverts to make self-financing was reviewed. The lighter background was preferred. These would be available in a leaflet dispenser (any planning issues &amp; costs involved to be confirmed). The proposals for signs included a range of designs. The board did not favour the more modern one proposed by PF, but preferred the wrought iron version similar to the existing finger post. However it is up to the board to suggest where and how many are required. RJ and AC to carry out a review and report back. The mobile app would identify the attractions e.g. Eat &amp; Drink and guide user via GPS on map. Walks would encourage exploration. Would rely on good Wi-fi and 3G</p> <p>(PM had been in touch with Brora group to check position on HIE funded public wi-fi. There have been difficulties with getting full coverage and the system is still not fully operational. Keep in touch with Anne Sutherland for progress)</p>	<p>RJ, AC</p>
<p>9. Arrangements for AGM</p>	<p>This will be held on Wednesday 3<sup>rd</sup> September at 7pm in Dornoch Social Club. Members have been advised on the date but formal notice will be sent out on 12 August with the papers. The chairman's report will include board members reports on Walk TM, Court House JB, Membership PM, The Dornoch Report (DN?), Finding Dornoch JC, Dornoch South (JMcG), Navigation JC, Next Steps (WorldHost, Business Group, Advertising Campaigns) JB/JC. AC offered to put a Powerpoint Presentation together – board member to send content ASAP. RJ will deliver the Treasurer's report. Election of directors (JC). Wine and nibbles to be served after the meeting.</p>	<p>All</p>
<p>10. AOCB</p>	<p><u>Hogmanay Street Party</u>. JB had spoken to Yvonne Ross at the Masterplan meeting about possible events on 1<sup>st</sup> January to extend visitor interest following the main event. YR reported new band for this year was Monarch Isle. It was agreed that a meeting of DACIC, YR, Colin Thomson (Castle Hotel) and other interested parties should be arranged ASAP to pursue.</p>	<p>JB/JMcG</p>
<p>11. DONM</p>	<p>Monday 8<sup>th</sup> September 7-9pm Council Chamber</p>	