

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

MINUTE OF DIRECTORS MEETING 15th January 2015 adopted on 5th February

Present: Jenifer Cameron (JC) (in the Chair), Joan Bishop (JB), Rachel Jack (RJ), Cllr Jim McGillivray (JMcG), Anne Coombs (AC)

Apologies: Tommy Mackay (TM), Tiffany Fraser (TF)

Item	Point of Information/Discussion/Decision	Action
1. Minute	The minute of meeting 16 th December 2014 was adopted. Proposed JMcG, seconded AC.	
2. Matters Arising	<p>a. <u>Facebook</u> Now 418 likes. Website December hits 6503 (cf 16,107 Dec 13). However FB reach in December was 23,498. Worrying reduction on website, JC to contact VisitArran for comparative figures. New website should address.</p> <p>b. <u>Vodafone Rural</u> The technical review identified Social Club, Dornoch Academy and Castle Hotel as suitable venues to host equipment .</p> <p>c. <u>Gael Homes on-line booking</u>. JC has discussed with Purple Frog, but proposal was considered too problematic at this stage in website development..</p>	JC
3. Membership & Stakeholder applications	5 new stakeholders from Business Group membership (total now 39) and 4 new members (IV25 residents) from Business Group membership (total now 224)	
4. Business Group	<p>a. Membership sign-ups at 85 with financial commitment of £22,760 of which £19,890 has been receive. 6 payments awaited.</p> <p>b. 29 & 30 January set for Business Gateway in Social Media & Website design.</p> <p>c. Accommodation Survey: some beta group replies awaited before general release. Retail to follow.</p> <p>d. World Host – more training planned for February & March. Dates with Grannie’s Heilan’ Hame agreed.</p> <p>e. Meeting on 22nd Jan @2pm in Golf Club with Purple Frog (PF) and Hotels and B & Bs to discuss marketing initiative and associated data gathering.</p> <p>f. Plan for meeting early March to present to wider group when outcome of Growth Fund bid is known. Business Gateway to be invited to sponsor.</p>	JC/JB
5. Visit Scotland Growth Fund Bid	<p>a. JC submitted Stage 1 bid. Now working with PF on detailed promotional plan to submit at end of January,</p> <p>b. Do More menu (tailored fishing, golf, shooting, Dunrobin & distillery experiences)</p> <p>c. Voucher scheme with local retailers</p> <p>d. Walking Festival 25th - 27th September . Guided walks. 5, 10 & 20 mile Sponsored Walk, approach Sutherland Walkers for Sunday walk. Music event Saturday night. Walk sub-committee to develop</p> <p>e. Build on St Andrews Fair - e.g. medieval dress, skating, street theatre, Scottish music, whisky tasting, event in West church hall, working with Jail Dornoch on Saturday before fair. Week/weekend of events. Ideas for next meeting please.</p> <p>f. New Year - build on success of this year’s programme (see review item 8). Ticketed Gaelic concert. Support from ESRA for swim etc. Check occupancy rates with accommodation providers for this year.</p>	<p>JC</p> <p>JMcG Chair</p> <p>All</p> <p>JB</p>

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	<p>g. 400 years of golf. Unique opportunity to promote Dornoch with drive off 2nd January 2016. Work with RDGC to attract new visitors.</p> <p>h. JC working with Fly Be on possible joint promotion</p> <p>i. JC working with specialist tour companies on Do More proposition</p>	JC
6. Website Update	<p><u>New Visit Dornoch site</u>. The adverts for all Business Group members have been submitted. JC has worked up the other sections and attracted adverts from 4 golf clubs and 1 distillery. Due for launch 3rd week in January.</p> <p><u>Dornoch.org.uk</u> JB to contact Plexus for change to Dornoch Local banner. JB & JC to decide on content. Currently site will transfer in first instance.</p>	JB, JC
7. VAT	An application has been made to HMRC to register for VAT from 15/1/15. TF now unable to take on Treasurer's role. JB will take on in the meantime.	
8. New Year Programme	The leaflets were favourably received. There was a substantial following on Facebook (5700 on 2 postings). The Gaelic concert attracted 200. 44 attended the candle making workshop. 50 took part in the loony dook. ESRA have offered to run that event next year. Ceilidh on 1st not well attended, Film at capacity. Street party went well, stovies appreciated. 24 did Treasure Hunt in poor weather, with short break prize from Dornoch Town & Country Lettings..	
9. Financial Report	As of 13 th January the free reserves stand at £5,744, after ring fencing the Business Group contributions and Gaelic Concert. In addition £3,535 has been invoiced and receipts awaited. The bill for new website will be £5760	
11. AOCB	Directors Annual Declaration & ROI still awaited from TF and TM	TF, TM
12. DOMN	Thursday 5 th February 7-9pm Council Chamber.	