Why Dornoch Public Meeting

*7.30pm 5.02.2014, Dornoch Social Club Attendance numbers: 40 including DACIC directors*

Introduction:

* Jenifer introduced the session and the Dornoch Masterplan, and explained that DACIC are supportive of the Masterplan as it emphasises HIE’s backing of development of the area. The 3 stage Dornoch Report was discussed and the results of the report were explained.

Building Brand Profile

* The Building of the Dornoch Brand, as stated in the Masterplan was discussed, with emphasis on both successful and unsuccessful examples from other areas, such as Inverness, Orkney, Fort William and Oban.
* Consistency was noted as key for building a brand profile of the area.
* Jenifer also introduced the focus groups and encouraged people to attend. Questions were asked regarding the purpose of the focus groups, and it was explained that they are a means of distinguishing what is different about Dornoch for the purposes of building towards the future brand profile of the area.
* The Why Dornoch? Survey was run through, and motives behind it explained, along with the process of translating the survey into a future logo and brand.

*Questions*

* Where will the money come from? HIE has agreed to £10k for the marketing consultant. Application has been made to the Highland Council’s Ward Discretionary Fund, the Common Good Fund & Beinn Tharsiunn. Support from Visit Scotland has also been offered for implementation of the marketing strategy, further down the line.
* Where is the focus on signage around the town? DACIC have a meeting scheduled with Stuart Black from the HC and also HIE to discuss this and the overall navigation strategy

Website – [www.visitdornoch.com](http://www.visitdornoch.com)

* Joan updated the group on the website changes, and did a brief run through of the live site, including the accommodation, food and drink, events and other listings.
* The Dornoch Treasure Walk was introduced
* Future plans regarding the possibility of having Dornoch become a World Host destination

Suggestions

* It was suggested to have the Dornoch website translated into other languages, such as French, German, Chinese.
* It was suggested to encourage advertisers on the website to include opening times on their listings.
* Having the website easily responsive to mobile devices.
* It was noted that Brown Tourist Signs would have to be a group effort between discerning parties, and there was the suggestion that Dornoch could be paired with another Scottish town to raise the profile.