The Dornoch Area Community Interest Company

Company Registered in Scotland: Registration No 327565

MINUTE OF DIRECTORS MEETING 28th July 2016

Present Joan Bishop (JB), Anne Coombs (AC), James Dillon (JD), Alison MacWilliam (AMcW)

Apologies: Jacqui Hamblin (JH), Cllr Jim McGillivray (JMcG), Steven Mure (SM), Lucy Williams (LW)

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| **Item** | **Point of Information/Discussion/Decision** | **Action** |
| 1. Minute of Meeting 21st June | Proposed, AMcW seconded JB |  |
| 2 Matters Arising | JB reported meeting with New Year Party committee, organisation for Games night dance proceeding, exploring possibility of courses for training bar staff for the future.  JB reported more discussions on Cycling Sportive for next year and contact with Ronnie Lansley, CVS North to gain from their experience of running Cycling in the Straths. |  |
| 3. Membership & Stakeholder applications | 2 Proposed new business members, Jennifer Murray, Scots Corner and Calum Sutherland, Sutherland House. 3 new stakeholders, Michael Hannratty, Whisky Cellars, Gwen Cameron, Aspen Spa and Billy Macrae, Dornoch Caravan Site. The board were content to approve. |  |
| 4. Identifying new directors/succession planning | A number of possible suggestions were made and JB will approach them. AC suggested the setting up of ‘sub-committees’ from all the different groups and events DACIC represents. The chair of the sub-committee would be responsible for reporting regularly to the Board. |  |
| 5 Year Plan | 1. Pedestrian Footpath signage – JB to progress. 2. Map update, draft ready to go to printers. 3. A9 signage JB has met with Brian Fraser, Community Services, Highland Council and alternative suppliers suggested for competitive quotes. 4. A949 sign will now replace the Tourist Information sign just before the school. JB to progress 5. Brian Fraser had suggestions for other signs using the same design to replace existing road signs e.g. in the Square (Embo & Granne’s, Golf Club, Beach & Aitfield), and Sutherland Road (CAmore Woods, The Lochans, Cuthill). The possibility of lamp post banners was also discussed. JB to follow up on these suggestions 6. Whisky Festival marketing is going ahead, the web site is live but needs additional text. 7. Quiz for Sept/Oct, format still encouraging traffic to main web site. 8. New Year programme. Business Group members have been contacted for their input and also sent a link provided by Neil Hampton RDGC, to a small American community website that has a ”Christmas Prelude” programme. Shops might wish to have late night opening, with whisky tasting , craft stalls etc. | JB  JB  JB  JB |
| 6. Whisky Festival 2016 | 12 tables have been booked so far for the main tasting event. Michael Hanratty (Whisky Cellars) and Simon & Philip Thompson (Castle Hotel) will use their industry contacts to attract more. AC suggested approaching local chocolate producers (two appear at the community market – one with whisky chocolates). |  |
| 7. Visit Scotland Growth Fund | Partnership Meeting 9/5/16  The dog friendly blogger Susanne Arbuckle, Adventures Around Scotland <http://www.adventuresaroundscotland.com/> has been and has written blog, and posted on Social Media,  5 Top Hidden Gems, myths and legends, quirky events. Several made and list to be sent to VS. | JB |
| 8. CCF | a. Website. Encouraging results continue in the monthly reports from Purple Frog. The enhancements to STAY, SHOP & EAT sections are being well received. The new menu structure with Hidden Gems etc. is still to be populated.  b. Leaflets. Food and Drink leaflets are being distributed. A further A5 doubled sided update of a flyer of events (£58.24 for 1000) was approved to include the Eagle’s Beer festival and Highland Chef of the Year to be held the day after Taste North. Whisky trail text agreed, ready for design. A replacement cycle leaflet still in consideration (quote received from Purple Frog was considered high). AC is working on wording for Telford leaflet. Donald Ross (reprint) and Andrew Carnegie leaflets to follow.  c. 4 Dornoch Ambassadors proving successful in welcoming visitors with Histotylinks and Gordon House noting additional footfall as a direct result. JD proposed they should be commended for their work and after discussion it was decided to award an appropriate bonus at the end of the season to each Ambassador.  d. 400 years of golf. 13th August a street party with various stalls and Golf exhibition in Historylinks. AMcW suggested the need for more advertising. |  |
| 9. Business Group & Advisory Panel | Luigi has withdrawn, Sutherland House, Scots Corner, Dornoch Caravan site, Whisky Cellars, and Aspen Spa have joined. | . |
| 10. Financial Statement, Annual Accounts and AGM | The financial statement presented by JB and accepted by Board.  Annual Accounts to be prepared for September meeting.  AGM Wed 26th Oct 2016 7.00pm at Social Club. A member has suggested a brain storming/planning meeting of Business Group. This to take place on 26th Oct from 5-7pm. | JB |
| 11. MDO Report | LW presently on holiday, she has previously been busy with Food and Drink and Whisky Trail leaflets. The Board was content with the report. |  |
| 12 AOCB | 1. VisitScotland to visit Carnegie Courthouse to assess its accreditation application (required for A9 brown signage). 2. AC reported contacts with representatives of the companies planning the future visits of tourists from the cruise ships. Approaches to the various businesses to discuss an itinerary for FAM trips for these companies and other interested groups with the aim of developing a half day trip to Dornoch. |  |
| 13. DOMN | Tuesday 30th August at Whinhill 7-9pm. |  |