

**MINUTES, DORNOCH BID BOARD MEETING.
7pm Monday 2nd February**

IN ATTENDANCE: Ginny Knox (GK), Jo Johnston (JJ), Catherine MacCulloch (CM), Sharon Mackay (SM),, Claire Bruce (CB) Robert Smith (RS), Colin Thompson (CT), Gareth Dixon (GD) Matt Logie - invited guest
Apologies - Jim McGillvray (JMCG)

| ITEM | DISCUSSION NOTE | ACTION |
|---|---|---|
| Matters/ Actions arising from last minutes | <p>Dornoch Town Wi-Fi – Still to be completed, Sharon has been chasing and will call Kyle to see if he can help. Colin will also assist chafing HB.</p> <p>Jobs Page – The Live North link is now on on the TID website, members to be notified by email.</p> <p>WAD - CM has a meeting with DADCA on Monday 9th February to progress things.</p> <p>Dornoch as a motorcycling tourism hub -Sharon to add this to her to do list once key projects have been completed.</p> <p>BID Christmas Party 2026 – SM to confirm date with Golf Club (12th or 19th Dec).</p> <p>Skibo stonework offer - look for opportunities to locate a roundel at a central location in the town.</p> | <p>SM/ CT</p> <p>SM</p> <p>CM</p> <p>SM</p> <p>SM</p> <p>SM</p> |
| Approval of minutes | Minutes of the last meeting were proposed by GK and seconded by CB | |
| Finance - monthly report | <p>Current bank balance totals £11k, excluding Dornoch Gatherings funds. Dornoch Gatherings has now achieved charitable status, so that money will be reversed out of the BID's accounts once they have a bank account. The same will be done with any WAD funds remaining.</p> <p>The YE target is still to achieve £0 profit resulting in £0 corp. tax.</p> <p>Agreed any residual funds to be spent on a technically improved events page for the Website.</p> <p>A significant number of businesses have been lost to the BID in levy since our inception. C. -£7.5K pa impact. Sharon to compile a list by category, so we can understand any trends.</p> <p>More happily, Voluntary opt—ins are up to £5.1k Sharon to compile another list showing our future opt-in targets.</p> <p>The next Board Meeting will review a list of potential grants we might apply for, against a list of desired project expenditure. SM to compile</p> | <p>SM</p> <p>SM</p> <p>SM</p> |
| Apptment of new Directors | <ul style="list-style-type: none"> • Fraser Sharp or Kieran from Grannies have agreed to join the board with immediate effect and represent caravan parks. • Neil or Claire from RDGC have agreed to join from April. • Matt from the Station Hotel has kindly said he might be interested. • Amy Britten has also expressed potential interest in joining. <p>Discussions/explorations to be had with the last 2</p> | CMcC |

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| Marketing | <p>CB presented a report from Elastic showing that the winter social media activity and advertising campaign (£2k spend) has been successful in driving traffic to the website. Also, the Website continues to be engaging. Claire is currently working with Elastic to create a set of monthly marketing KPI's to ensure the Board can easily track performance.</p> <p>SM showed a revised design for the new directional and totem pole signage, which was liked but:</p> <ol style="list-style-type: none"> 1) Revised designs need a better solution for the in-town signs, which includes the names of the businesses, 2) Question whether we need to call the sites "Industrial" or "Retail"? 3) Once above solutions found, Sharon to take the signs round the "parks" to gauge enthusiasm levels and report back. <p>The new Town Map is in its final approval stages. All Board members with any further feedback were to give it to Sharon within 24 hours. The Deskpad maps will go into the Hotels and HistoryLinks. Leaflet maps will be available elsewhere.</p> | <p>CB</p> <p>SM</p> <p>SM</p> |
| Events | <p>Spring Highland Festival Fortnight- Whilst a good number of historical events etc have been confirmed, no food outlets have yet signed up to any "festive" or special activities. This is a big problem, which Sharon will focus on sorting out over the next couple of weeks. Meanwhile, Claire will put the other events "up" on the website.</p> <p>Winter Lighting Trail - Having listened carefully to the views expressed by members and others over the last week, the Board agreed to pause the Winter Lighting Trail project at this stage in order to reassess the concept and reflect on community opinion.</p> <p>We feel it is important to take time to review the feedback received, clarify the project's aims, and consider how any future proposals could better reflect the character of Dornoch and the sensitivities of its historic setting. No further steps will be taken while this review is ongoing.</p> | <p>SM</p> <p>CB</p> <p>CMcM</p> |
| Political Issues | <p>Draft Rateable Values – The saga continues... More guidance has been prepared for self-catering members by Ginny, which Sharon will send out this week.</p> | <p>SM</p> |
| Member issues/ comms | <p>RDGC/BID 150th meeting – There was a good BID accommodation member turnout for this short but successful meeting ref: June 27. The presentation should be made available to anybody unable to attend ASAP.</p> <p>Next business briefing meeting 2nd March will be a breakfast meeting at Links House. Colin will talk about the Distillery plans and there may be 1 or 2 more short presentations.</p> | <p>SM</p> <p>SM</p> |
| AOB | <p>Claire will circulate information on "American Highlander" – an influencer who lives just outside Golspie. Sounds bang on target for BID/ many of our members.</p> | <p>CB</p> |

Date of next meeting - Monday 2nd March, 7 pm, Dornoch Hub