

**DORNOCH BID BOARD MEETING, 7pm Monday 21 July, Dornoch Hub.
MINUTES OF MEETING.**

IN ATTENDANCE: Ginny Knox (**GK**), Jo Johnston (**JJ**), Jim McGillvray (**JMcG**) Catherine MacCulloch (**CM**), John Duhigg (**JD**), Sharon Mackay (**SM**).

APOLOGIES: Gareth Dixon (**GD**), Claire Bruce (**CB**), Robert Smith (**RS**), Colin Thompson (**CT**).

	ITEM	DISCUSSION NOTE	ACTION
1	Matters/Actions arising from last minutes	<p>Town Tidy – The next event is 5th Aug. Sharon has made posters to go in shop windows and notice-boards.</p> <p>Highland Broadband (HB) – New HB offer has gone out in Newsletter</p> <p>Dornoch Town Wi-Fi – Colin is in discussions with HB, but it has STILL not gone live...Hopefully better news next month.</p> <p>Jobs Page – ‘Live North’ page is due to be complete end July. CB to include a link on our website.</p> <p>Opt-in fees table approved last month to be actioned ASAP</p> <p>Proposed Closure of HC Service Point – GK has sent BID objection letter. Luke Watson has also sent one from DACIC</p> <p>RDGC Matters</p> <ul style="list-style-type: none"> - RD have offered a 25% visitor Green Fee reduction for AHFF - RD, Brora, Tain & Golspie GC’s now involved in working out a successor to the old Dornoch Firth Golf Pass, to encourage visitors to stay in the area for longer. BID to encourage and help promote this on our Website. - RD have kindly offered that the BID can run its Christmas Party in their NEW clubhouse on Friday, 19th December. (They are fully moving into that clubhouse on 15th Dec) <p>Neil Hampton has agreed to give an update on RDGC’s “Masterplan” at BID’s next members meeting on 16th Oct.</p> <p>Adoption of minutes - Proposed JD, and seconded CM</p>	<p>CT</p> <p>CB</p> <p>SM</p> <p>GK/CB</p>
2	<p>Finance - monthly report</p> <p>Grant Progress</p> <p>Development of “We are Dornoch” proposal</p>	<p>Accounts are in a good position, with £51 k on deposit, earning interest at 0.7%.</p> <p>Grant Funding Application Updates</p> <ul style="list-style-type: none"> – There was more discussion ref why BID’s applications to CGF were so unsuccessful (£8k granted out of >£30k). CB to email Cath MacAngus for a written explanation. BID would like to know what criteria decisions are based on. – Highland 3rd sector interface will report back on our application at beginning of August. <p>‘We Are Dornoch’ crowdfunding initiative update.</p> <ul style="list-style-type: none"> - Meetings with DACIC and DADCA chairs successfully held. Luke Watson & Donald Goscirk both on board in principle with concept of crowdfunding body being linked to them and funding DADCA, DACIC and BID initiatives. - “We are Dornoch” Team have proposed pushing ahead with a “trial run” to be publicised at the Town Tidy on August 5th. - Logo ideas were circulated and liked. Board wondered if any strapline could be as short (and legible) as possible. 	<p>CB</p> <p>SM</p> <p>CM</p>

3	Marketing: Website & Social Media activity/report	<p>Elastic Creative's monthly report was shared. The Board would still like to see KPI's from the agency monthly.</p> <p>The BID Social Media Team (SM, CM, CB & Alina Scott) got together and have agreed roles. Alina will create the social media 3-month plan and original video, Catherine will create photos, Claire will create copy. Sharon will post stuff. Well done all!</p> <p>CB has had some responses to a BID PR Brief – to be shared next month.</p>	<p>CB</p> <p>CB</p>
4	Dornoch Place Plan	Lou has advised that she expects to have the first draft of the Dornoch Place Plan ready for first round of consultation by the end of August	
5	Signage – Possible CC “A frame” purge	<p>Chris Fearne from CC has raised question whether CC should have a purge on proliferating business A frame signs in our (conservation zone) town centre. The signs probably detract from the town's attractiveness, even if they work for individual businesses. Plus, probably only 1 sign has the required planning permission. There are currently 10 on the green, 8 along in front of the Castle/Jail/Courthouse, and 5 in the square - plus more elsewhere. NB: A number of these signs are within the individual businesses' curtilage.</p> <p>Agreed GK should contact CF with some suggestions, including that the CC might help BID access more Common Good Funds, so that the proposed signage project be completed in full.</p>	GK
6	Events Update/ AHFF	<p>SM produced a very encouraging timetable of events for the Autumn Highland Festival Fortnight. There was real enthusiasm for some new events, eg a potential Tartan fashion show, possibly in Cathedral. We noted that it would be good if there could be a Community Market on the Cathedral Green during the fortnight. Also a Farmers Market at Dornoch South.</p> <p>However, dates and exact event titles still need to be tied down ASAP! All event details need to be finalised & go onto website by the end of July at the very latest.</p>	<p>SM</p> <p>SM/CB</p>
8	AOB	For the first time ever, we had no AOB!	

NEXT MEETING – 7pm, Mon 25 August, Dornoch Hub.