DORNOCH BID BOARD MEETING, 7pm Monday 23 June, Dornoch Hub. MINUTES OF MEETING.

IN ATTENDANCE: Ginny Knox (GK), Claire Bruce (CB), Jo Johnston (JJ) Catherine MacCulloch (CM), Robert Smith (RS), John Duhigg (JD), Colin Thompson (CT), Sharon Mackay (SM).

APOLOGIES: Gareth Dixon (GD), Jim McGillvray (JMcG)

	ITEM	DISCUSSION NOTE	ACTION
1	Matters/Actions	Town Tidy – 24 volunteers helped on 3 June. The next event is 1 July.	SM
	arising from last	Alina Scott's social media reel had a great reach on social channels.	
	minutes	Highland Broadband (HB) - CM said the new deal is not as	SM
		competitive as last year's offer. SM to discuss with HB why this is.	
		Dornoch Town Wi-Fi – Colin is now in discussions with HB.	СТ
		Jobs Page - Caithness Chambers 'Live North' page is due to be	СВ
		complete end July. Elastic Creative designing the new site. CB to	
		include a link to our website.	
		Adoption of previous minutes - Proposed CB, and seconded CM	
2	Finance -	JJ talked through the commentary notes shared within her financial	
	monthly report	papers which had been shared with the Board. GK thanked JJ for all	
	, .	her work.	
	Grant Progress	Grant Funding Application Updates — Of the four applications submitted to the Common Good Fund (Town Warden, Shop Front Improvements, Autumn Highland Festival Fortnight & Winter Light Trail and Discover Dornoch) only two were partly successful. Liam Clancy, HC's Community Liaison Officer, advised that the Town Warden and Shop Frontage Applications were unsuccessful. The Winter Lighting Trail (WLT) within the Autumn Highland Festival was awarded the funding and the signage project was awarded 50% of what was applied for. CB to email Cath MacAngus for a written explanation as to why the other applications were unsuccessful. BID would like to know what criteria decisions are based on. SM said that the Highland Third Sector Interface applications (AHFF and Discover Dornoch) were also unsuccessful. The Fund was oversubscribed. An application for the AHFF is awaiting a decision by Highland Council's Strategic Events Fund officers.	CB
	Development of "We are Dornoch" proposal	CM shared a paper discussing 'We Are Dornoch' crowdfunding initiative be set up as a charity. Board asked that the team investigate the viability of joining it up with DACIC (Community interest co) and/or DADCA (already a charity) instead, and to avoid setting up another community body in Dornoch.	СМ
		GK and PS offered to do some research with guests on this fund might generate. The funds could be spent 50/50 on BID initiatives and community projects. At the earliest the funds would not be available until spring 2026.	
	Opt-in		
	membership	SM had shared the draft Opt In fees table with GD, CT and JD. CT	_
	fees proposal	confirmed he was happy with it. SM/GK to finalise.	GK/PS

3	Marketing: Website & Social Media activity/report	CB shared a report from Elastic Creative - 'Dornoch Comparative Report Before and After New Website Launch'. The highlights were: Website Visitors Overview - Between Aug '24 and May '25, the new site had 55,973 visitors - a 21% increase! Website Performance – An average session duration of 2 minutes 47 seconds and engagement rate of 52.32% shows that over half of users are actively interacting with the site. Channels driving Website traffic - 21% increase in new users, totalling 55,288, and screen page views per user rose by 6% to 2.65 pages per visit. Website Traffic Sources – The website's top traffic source was Organic Search, contributing 30,011 users (33%),	СВ
	-Possible public relations campaign. (1st thoughts	CB to get KPI's from Elastic Creative on a month-to-month basis. CB shared a PR Brief and explained the purpose of the possible PR Campaign is to extend the tourism season and more visitors in the spring and autumn. CB to progress before funding sought.	СВ
4	Dornoch Place Plan	GK to ask Lou to attend the next meeting to give an update on the Dornoch Place Plan.	GK
5	Dornoch HC Service Point – closure proposal	JM had asked the Board for their support regarding the closure proposal of Dornoch's Service Point! All agreed they were happy to support JM. GK to contact JM re the letter of support.	GK
6	RDGC – Meeting	GK had shared a note of meeting held with RDGC: Potential AHFF golf offer - Winter Visitor fees to come forward from 1 November to 24 October to coincide with the AHFF. (TBC) To consider bringing back the Dornoch Firth Golf Pass. Neil Hampton to give an update on RDGC Masterplan at next Members Meeting. SM to confirm date with NH. W/c 6 Oct. is preferred by the Board.	GK SM
7	Events Update	SM advise that the What's On poster is now in various key locations and also has been shared via the Newsletter. Local businesses to be encouraged to add 'This Is Dornoch' to the home page of their websites.	SM SM
8	АОВ	Community Centre Update – JD advised that the funding is in place and that the new building will be like Contin's Village Hall. Airfield Update – Hughie Urquhart has been in touch to get a listing on the website. SM to contact with Opt In membership details. Tree Cutting – SM advised that the Arborist has completed the town survey and that the pollarding work is due to start in mid-August. Social Media Training - A strategy meeting is to be arranged. Alina Scott has kindly offered to help. A note should be shared with all members asking for help to create content. The school's tourism department may be able to help too. SM to progress	SM