

**DORNOCH BID BOARD MEETING, 7pm Monday 26th May, Dornoch Hub.
MINUTES OF MEETING.**

IN ATTENDANCE: Ginny Knox (**GK**), Gareth Dixon (**GD**), Claire Bruce (**CB**), Jo Johnston (**JJ**) Catherine MacCulloch (**CM**), Robert Smith (**RS**), Sharon Mackay (**SM**) Jim McGillvray (**JMcG**).

APOLOGIES: John Duhigg (**JD**), Colin Thompson (**CT**)

	ITEM	DISCUSSION NOTE	ACTION
1	Matters/Actions arising from last minutes	<p>Dornoch Airfield - SM to contact about possible Opt In membership.</p> <p>Town Tidy - Took place on 6th May with 15 volunteers. Very successful. Next event on 3 June. Single Malt Bakery providing cakes.</p> <p>Highland Broadband (HB) - Offer yet to be confirmed. SM to chase as a priority.</p> <p>Dornoch Town Wi-Fi - SM said Cath has asked HC if the Wi-Fi fibre optics can be installed at the library. May need to go back to CT.</p> <p>Merchandise – JJ is working on possible merchandise designs using a free design tool, Gelato. CB to provide the font for the Dornoch wording. JJ hopes to bring a tee-shirt to the next meeting.</p> <p>Jobs Page – Link to Venture North’s Live North page not happened as website not ready. CB hoping it will be ready to link to end July.</p> <p>Beer Festival – GK and SM met with Kenny. Great acts and local bands. Parking will hopefully be co-ordinated well. Family friendly event will finish by 11am.</p> <p>Whisky Festival – SM hopes to meet with LR/CT in the next fortnight</p> <p>Sutherland Place Plan – SM to ask Lou to give update at next meeting</p> <p>Adoption of previous minutes - Proposed CB, and seconded GD.</p>	<p>SM</p> <p>SM</p> <p>SM</p> <p>SM/GK</p> <p>CB/JJ</p> <p>CB</p> <p>SM/CT</p> <p>SM</p>
2	<p>Finance - monthly report</p> <p>Grant Progress</p> <p>Potential Crowdfunding Initiative</p>	<p>JJ gave a financial update based on a summary circulated. Bank balance is £76k. GK thanked JJ for all the great work she has done.</p> <p>Grant Funding Application Updates – Scottish Building Society decide in June. (Answer was No)</p> <p>SM/GK met some of the Community Council (CC) about the various grant applications we were about to submit. BID putting in applications for a Town Warden, Shop Frontage Grant, Autumn Highland Festival Fortnight and Discover Dornoch signage. The total comes to £34k and includes £6k that would be drawn down if get match funding from the businesses. The Digital marketing application will go in next month. SM to submit applications.</p> <p>SM also submitting applications for all of the above and the Digital Marketing to the HTSI Fund.</p> <p>CM and Phil Scott (PS) had the idea to look at this possible funding route. The vision and how this would work along with the 3 main goals were all set out in a proposal, ‘We are Dornoch’. We agreed it was a great idea. CM, JJ and PS to continue work which might bring this to life.</p>	<p>JJ/SM</p> <p>CM, JJ</p>
3	Marketing: Website & Social Media activity/report	<p>KPI’s. CB gave an update on the website stats. August 24 - May 55,973 visitors which include new and returning. 21% increase in visitors year on year. CB to share round the figures once she gets clarification on some of the figures with Elastic.</p>	<p>CB</p>

	-Possible public relations campaign. (1st thoughts)	<p>We all agreed we need Elastic to help us develop a monthly set of understandable KPI's for the website and social media, so we can easily see whether our performance is good, bad or indifferent, and what levers we are best using our money on going forward. We really need to see a decent set of numbers for next meeting</p> <p>SM to ask Nairn and Inverness to share for best practice.</p> <p>Potential Autumn & Spring Dornoch PR Campaign. This idea came up during recent brainstorming, because Dornoch easily "PR'able". CB will put together a brief for PR Agency companies and see what it looks like in terms of cost/how much we may need to raise.</p>	<p>CB</p> <p>SM</p> <p>CB</p>
	4) Common Good Fund – size/purpose explanation	<p>JM gave a refresh on the CGF.</p> <p>CGF has income of about £100k pa to be spent on Dornoch Projects. The strategy over the years had been to build up a reserve fund to use on a future Dornoch Community Centre. There is £300k in the fund now, so really, little more is needed. HC has put a notional "cap" of spending only £35k pa, but the reasons for this are unclear – and more can be spent if merited.</p> <p>The ultimate decision is with elected HC members if application is over £10k. The CC decides if below £10k.</p>	
	5) RDGC – Meeting	GK and SM meeting with Neil, RDGC on 27 May. We want to discuss how to encourage more golfers to stay in Dornoch	GK/SM
	Members Meeting	<p>The meeting on 20 May was poorly attended although a positive meeting. SM to share the presentation given by BID</p> <p>Next time an Agenda should be sent out in advance.</p> <p>Neil Hampton to give an update on RDGC Masterplan and possibly the Tour ladies also.</p>	SM
7	Events Update	<p>Review of SHFF will be given at next Board Meeting</p> <p>GK advised there are in fact no toilet-related restrictions on events at the Cathedral and that there are moves afoot for funding for a series of Cultural events to take place there throughout the year!</p> <p>Eric now co-ordinating Cathedral Calendar. SM to ensure she has all upcoming events on website</p>	<p>SM</p> <p>SM</p>
7	AOB	<p>CGF - JM said that the funding only applies for projects delivered within the town's speed limit signs and mentioned that other funding may come in from Wind Farms currently in development:</p> <p>SSEN - GK went to a SSEN meeting in Brora to hear a presentation on the Spittal to Buidhe Transmission line and Community Engagement. There will be 1000 people working on the line in 2027!</p> <p>BID could possibly get funding for winter entertainment and there may also be Community Legacy funding. SSEN advised they will not leave any staff legacy housing; it will be temporary/taken away though the services will remain.</p>	

		<p>Highland CIC – CB explained that this Community Interest Company has a Board made up of Highland Businesses, and they have 200 business ambassadors. The CIC recognises that the distribution model of Community Benefit money is not fit for purpose. For example, there are 4 pump hydro storage stations going in around Loch Ness, and one will give £20M to community benefit!</p> <p>There are vast amounts of money in some areas, such as Loch Ness Side, and other parts of Highland have no wind farm money such as Easter Ross. The CIC would like to skim of top of these monies and put into central pot to properly market the Highlands in a branded strategic way. They want to work with DMOs and would like to speak with our BID about the idea of possibly becoming part of their first destinations to collaborate with. This is another way to get access to the Community Benefit funds. It could be years away, but they have good communication with HC finally! CB to invite Highland CIC to come and speak to the Board.</p> <p>Visitor Levy Forum (VLF) – Apparently 4000 responses were submitted to the HC Consultation and were split down the middle regarding for or against the levy. SM has now been allowed (!) to join the VLF. There is much chat regarding alternative methods of raising a Tourist Tax. (eg, Manchester model). Highland Council are cogitating.</p>	CB
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NEXT MEETING – 7pm, Mon 21 July, Dornoch Hub.