

**MINUTES, DORNOCH BID BOARD MEETING.
7pm Monday 5th January, via Zoom**

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

Apologies: Gareth Dixon (**GD**),

ITEM	DISCUSSION NOTE	ACTION
<p>Matters/Actions arising from last minutes</p>	<p>Dornoch Town Wi-Fi – Still to be completed, Sharon to chase.</p> <p>Jobs Page – The Live North link is now on on the TID website, members to be notified by email.</p> <p>New Opt-in member - Pitcalzean House - awaiting opt in confirmation.</p> <p>Place Plan – Still no update on progress. GK will ask Lou Rollason to attend a future Board meeting to discuss.</p> <p>Common Good Fund/signage - It was agreed to resubmit the signage grant application to the Community Regeneration Fund and the CGF in January.</p> <p>New Directors sought – Some potential Director candidates have been found. Conversations to be continued over the next month.</p> <p>WAD - CM is in discussions with DADCA and will try to progress asap.</p> <p>Dornoch as a motorcycling tourism hub - no progress to date on this but Sharon will aim to draw up a map of the routes and share with key motorcycling organisation.</p> <p>Adoption of minutes - Proposed CM, and seconded RS.</p>	<p>SM SM</p> <p>SM GK</p> <p>SM</p> <p>ALL</p> <p>CM SM</p> <p>ALL</p>
<p>Finance - monthly report</p>	<p>Current bank balance totals £33,800. Of which £28K is on deposit. £8,551 of which is Dornoch Gatherings after VAT which will be transferred at YE. The target is to achieve £0 profit resulting in £0 corp. tax. Agreed to £4K Winter Social Media Campaign. Further potential marketing spend of £3K before year end.</p> <p>THC Bid Levy 10% residual fund is less than what was initially forecasted, leaving a shortfall of approx £6K so far to date.</p> <p>SM & JJ will continue to meet bi monthly until YE to manage cashflow and residual funds. AHFF event costs now paid and grant settlement now sought.</p> <p>SM to chase the draw down of the AHFF funding and query the back payment of the Coop levy with the Highland Council.</p> <p>CB attended the Highland Community Interest Company conference in December. The CIC is looking into a strategic approach to brand marketing the Highlands. They are keen to use Dornoch as a test if money can be secured from the wind farm pot. This an exciting opportunity for Dornoch if it goes ahead but its is likely to be a medium to long term funding option.</p>	<p>SM/ JJ</p> <p>SM</p> <p>CB</p>

	<p>GK has submitted a Best of British Air B and B grant application for £25 for marketing and is awaiting a response.</p> <p>CB to get a quote from Elastic Creative for artwork for Dornoch tshirts.</p>	<p>CB</p>
<p>Marketing</p>	<p>CB reported that the winter marketing campaign has been successful in driving traffic to the website with the family focussed adverts performing best. Once this campaign is finished comparisons can be drawn with previous campaigns. It was agreed the winter 2026 marketing should be started earlier this year.</p> <p>SM showed the proposed design for the new directional and totem pole signage. It was agreed all the signage should be in the Dornoch blue colour. SM to check the names of both locations with the businesses - The Meadows Business Park and the Station Industrial Estate were suggested. SM to ask designer if its possible to easily change the business names on the directional signs as required - this is important as businesses change.</p> <p>SM also to investigate if planning permission is required for the new directional signage with the Highland Council.</p> <p>SM has been working on the town maps and CM, SM and CB will meet within the next week to go through the latest draft with a view to getting them printed later Jan/ Feb.</p>	<p>SM/ CB</p> <p>SM</p> <p>SM</p> <p>SM/CB/ CM</p>
<p>Events</p>	<p>Whisky Festival debrief - CT advised that it was a highly successful event. The team is keen to grow the event in the future and are considering changing the dates and venue. CT will keep the BID updated as plans progress.</p> <p>Hogmanay - CT advised that it was another successful event with the numbers slightly down, probably due to the weather, but hotels were busy in between Christmas and New Year. Funding is an ongoing issue as are the regulatory requirements to run the event. Advertising for the events must start earlier this year and SM is to include details in future newsletters.</p> <p>Autumn Highland Festival Fortnight - feedback from businesses confirmed the festival has marginal impact on businesses and that advertising must be much earlier in the future.</p> <p>Spring Highland Festival Fortnight- SM is collating an exciting programme of events with local businesses which are being added to the website. There is enthusiasm for a fashion show but needs buy in from businesses. SM to progress.</p> <p>Winter Lighting Trail - planning is being submitted and there has been buy in from businesses. CB suggested going back to Springfield to see if they would be willing to provide some funding.</p>	<p>CT</p> <p>SM</p> <p>SM</p> <p>SM</p> <p>SM</p> <p>SM</p>
<p>Political Issues</p>	<p>Draft Rateable Values - guidance on this issue was sent out to members in December. The next key date is 13th January when the Scottish Government will announce thresholds and poundage and the BID are prepared for action then if required.</p> <p>Visitor Levy - the Scottish Government has announced the legislation is to be rewritten to address concerns. BID to keep a watching brief.</p> <p>Sutherland potential STL Area - the Highland Council has confirmed that they will consult on this. BID to keep a watching brief.</p>	<p>GK</p> <p>GK</p> <p>GK</p>

<p>Member issues/ comms</p>	<p>BID Christmas Party - a good time was had by all. It was agreed this years party should be on a Saturday, either the 12th or 19th December. SM to speak to the golf club about a date.</p> <p>RDGC/BID 150th meeting - it was agreed that the town meeting should be postponed but BID board members should meet with the club to discuss the event.</p> <p>Next business briefing meeting 2nd March - it was agreed this should include an update for members on BID achievements for the year.</p> <p>Campervans - RS raised concerns about camper vans, waste disposal the HC camper van policy and stated that the Dornoch Caravan Park had concerns too. Darren Redfern will be invited to a future BID meeting to discuss the issue.</p>	<p>SM</p> <p>ALL</p> <p>SM/ CM</p>
<p>AOB</p>	<p>CM - advised that the HC have started to accept STL renewals through their website - SM to include this information in the next newsletter.</p> <p>RS - asked about the Skibo offer of stonework. CB suggested the Dornoch roundel. Thought needs to be put into where this would be located.</p>	<p>SM</p> <p>ALL</p>

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