

**BID BOARD MEETING, 7pm Monday 2nd December, Dornoch Hub.
NOTES & ACTIONS FROM MEETING.**

IN ATTENDANCE: Ginny Knox (**GK**), Colin Thompson (**CT**), Catherine MacCulloch (**CM**), Jim McGillvray (**J McG**), John Duhigg (**JD**), Mark Grant (**MG**) Claire Bruce (**CB**) Sharon Mackay (**SM**), Robert Smith (**RS**)

APOLOGIES: Watson Bell (**WB**), Gareth Dixon (**GD**)

| | ITEM | DISCUSSION NOTE | ACTION |
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| 1 | Welcome | CT , new BID Director was welcomed to the meeting. | |
| 2 | Matters arising from previous minutes | <ul style="list-style-type: none"> • Inpost Lockers – SM advised that 4 locations are being considered – Dornoch, Golspie, Brora, Helmsdale to see if feasible and will update at next meeting. • Retail Park Scrubland –No update from Luke (DACIC) as to whether this matter has been taken to DACIC Board. SM to chase up. • Town Clean Up –Still considering option to buy SkyVac but manpower an issue. Callum Kerry (CK), window cleaner, has a SkyVac. GD/SM to update at next meeting how much might be charge for ongoing work and if he has Public Liability. • Davochfin Farm campsite – RS advised the application has been refused on drainage grounds and not being on the bus route. SM offered an intro to ex-HC Planning contact. JM said he would try to get the matter in front of the HC Committee. • Highland Broadband Dornoch Town Wi-Fi – SM received an email from Matt Bailey to say an agreement would not be provided pre-Christmas. SM to email HC Area Manager Helen Ross, and cc in JM to arrange a meeting to discuss this and other matters, and will mention it's a simple document we require, to see if Helen can help progress this. • Christmas party night – 93 guests from 13 companies attending the night. SM to make final arrangement with photographer, hotel and DJ. • Meeting with other voluntary groups –GK to arrange date for next get-together to discuss events and how best to work together. GK invited any of the Board to attend. GK mentioned that Lou was to write a report on each group's responsibilities. There was discussion and agreement that we should work together to support and do things better. Volunteering is a challenge and need to communicate that support is needed to attract support from more people eg the cadets, schools etc. CT mentioned that the HSP is fundraising now as the cost of music/fireworks has increased so much – used to be £1500 now £5000, so there is also a need to give more thought to fundraising. • New Website - CB said that Late availability and Special Offers are now on the site. The analytics show that the stats are back to what they were before the new site was launched and are expected to increase from now on. It's mostly UK based people using the website. If we want overseas, then will need | <p>SM</p> <p>SM</p> <p>GD/SM</p> <p>SM/JM</p> <p>SM/JM</p> <p>SM</p> <p>GK/ALL</p> <p>CB</p> |

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| | | <p>investment. Tom the Highlander has great following with his Instagram account. CB to investigate sharing these posts and vice versa.</p> <ul style="list-style-type: none"> • Parking –JM advised that HC is to come back with costs to implement the experimental traffic order. • Signage - CM advised that CB and SM had met with Elastic Creative and that prices are to come in for installation of new Finger Posts. The BID will liaise with Retails Parks re naming their signs, which will help build each Park’s identity. • Summer staff accommodation at UHI campus – GK and SM had a call with Dianne, UHI to discuss the possibility to rent the flats for staff in the hospitality sector over the summer. Dianne has advised that this will not be an option in 2025. CT looked at the option of using the flats as an overspill for the hotel last year but felt the flats were not suitable as the rooms are single occupancy hostel-style. They would be better suited for staff accommodation, although only available for specific times over the holidays. • Adoption of previous minutes - Proposed JD, and seconded CM | <p>JMcG</p> <p>CM/CB/SM</p> |
| 3 | Finance | <p>Finance Update – MG gave update: £2,600 grant coming from Scottish Food and Drink which is to be used next March/April for the Food on the Firth (FotF) event.</p> <p>There is £7,000 to be collected yet for 2024/25. SM to chase outstanding payments and NDR payments and will request NDR invoices from HC. BID will need to cover the outstanding payments if not recouped by Sheriff Court.</p> <p>Golf Club Partnership Request – GK explained the proposal to CT. It was noted that the Tourism Tax won’t be paid by the Golf Clun as non-accommodation.</p> | <p>MG</p> <p>SM</p> <p>ALL</p> |
| 4 | AOCB | <p>NI Cost – JD said that the NI increases needed to be highlighted to Jamie Stone MP, to set out the real cost that this will have on margins which will go down and pricing that will go up. CT agreed that should be on the MP’s Agenda and that perhaps a study by Mackay and Co could be commissioned to highlight how cost have increased to this to help inform the position businesses face. CT said that costs increased from the Tourism Tax, NI and Living wages will mean that the Hotel and Distillery’s sales will need to increase to £200,000 just to cover these additional costs! This is going to be felt by everyone.</p> <p>Tourist Tax - GK said that a briefing note had been sent to all BID members. This TT is going to affect everyone, visitors and locals alike and we need to share this message with other community groups. GK asked if we should put out PR to Northern Times. JM said to email Independent Councillors about our position. He added this is the chance for BID to have a reputation being proactive organisation. SM said that the BID will survey members and will meet with other Highland BIDs to agree next steps to have a stronger voice.</p> <p>CT suggested that the Hotels are asked to share data to help enforce the point that for a good part of the winter, the Hotels are</p> | <p>JD</p> <p>GK</p> <p>SM</p> <p>GK/SM</p> |

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| | | <p>empty, adding that real time data is powerful. GK agreed that if all hotels were to submit confidentially this would be very helpful, and will discuss on the Zoom call with Hoteliers w/c 16 December</p> <p>Member Meetings: Food on the Firth Meeting – 5 December – CB gave a brief update on the meeting from 18th November and that there has been a good turnout to discuss possible themes for next year. No date was agreed but hopefully that would be agreed when the group meet again later in the week.</p> <p>Self-Catering meeting 9 December – GK explained that the meeting is to discuss the TT but will also include some social media tips from CM, particularly in photography to show the property at its best. CM added that she hopes to encourage members to join the WhatsApp group and to start tagging Visit Dornoch in their own posts. We need to do an audit of which businesses actively use social media. We will try to establish the needs of the group, such as Digital training workshops.</p> <p>General meeting - 20 January – Invites to be sent and date already shared in Newsletter</p> <p>New Events to attract out of Season - CT said that Park Run/5K could be good to introduce in shoulder months. Other ideas discussed were to offer similar events like those on offer elsewhere such as the Enchanted Forest, Ullapool Guitar Festival, Book Festivals and Cathedral Concerts.</p> | <p>CB/SM</p> <p>GK/CM/SM</p> <p>SM</p> |
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NEXT MEETING – TBC, 7pm, Dornoch HUB