

**BID BOARD MEETING, 7pm Monday 4<sup>th</sup> November, Dornoch Hub.  
NOTES & ACTIONS FROM MEETING.**

**IN ATTENDANCE:** Ginny Knox (**GK**), Kyle MacKay (**KMacK**), Catherine MacCulloch (**CM**), Jim McGillvray (**J McG**), Gareth Dixon (**GD**), John Duhigg (**JD**), Mark Grant (**MG**) Claire Bruce (**CB**) and Sharon Mackay (**SM**)

**APOLOGIES:** Robert Smith (**RS**) Watson Bell (**WB**)

	ITEM	DISCUSSION NOTE	ACTION
1	Welcome	<b>SM</b> , new BID Manager and <b>CB</b> , new BID Director were welcomed to the meeting.	
2	Matters arising from previous minutes	<ul style="list-style-type: none"> <li>• <b>Inpost lockers</b> – no further action required.</li> <li>• <b>Retail Park Scrubland</b> – Luke (DACIC) is keen to investigate the possibility of ownership and is taking the idea to DACIC’s Board.</li> <li>• <b>Town Clean Up</b> – LM was thanked for Skibo’s help for the clean-up they made with their Sky Vac, which reached the co-op. CB asked if BID should buy its own SkyVac which could be bought for £700 - £2,000. The issue would be manpower to operate it. Callum Kerry (CK), window cleaner, has a SkyVac. <b>GD</b> to ask CK how much he might charge for ongoing work and if he has Public Liability.</li> <li>• <b>Davochfin Farm campsite</b> - <b>JMcG</b> to find Planning Ref. and will draft letter to HC’s Planning Dept regarding the issue.</li> <li>• <b>Highland Broadband Dornoch Town Wifi</b> – All information re the network power and equipment has been given to Phil Tomlin. The HC is to draft an agreement for the BID to take over responsibility for the network equipment. Highland Broadband will then provide the internet connection FOC. The landing page will take people straight to ‘This Is Dornoch’ site. Information on availability of the wifi to be considered in the Signage strategy.</li> <li>• <b>Christmas party night</b> - Booked for Saturday 7<sup>th</sup> December and <b>CB/SM</b> to speak to Dornoch Station Hotel to confirm if the absolute maximum of guests is 100. Lindsay has a photographer arranged and Bob has offered a free welcome drink. 13 companies attending and deadline to pay is 1 December. <b>CB/SM</b> to chase</li> <li>• Furnished Holiday Lets tax changes – information has been sent out to self-caterers, alerting them to the probable changes.</li> <li>• Meeting with other voluntary groups went ahead. <b>GK</b> arrange next get-together to discuss promote of town events.</li> <li>• <b>Offer of Insurance Review</b> by Macdonald Group to be sent out to members once broker is back from holiday.</li> <li>• <b>New Website</b> - <b>GK</b> thanked <b>CB</b> for all her work with new website. Late availability and discount deals to go onto website along with a special offers section for Christmas and New Year. Blogs have been written by <b>CB</b>. SEO manager gave list of topics and all in hand for now. <b>CM</b> good to get local people to write blogs too and these could break up the generic SEO type blogs. Discussion on how best to handle change from Visit Dornoch to This is Dornoch on social media accounts. It was agreed the App should be retired and we just focus on the website.</li> <li>• <b>Parking</b> – <b>JM</b> and <b>CB</b> met Shane Manning from HC, DACIC and Community Council to discuss yellow road markings. The lines will be experimental rather than formal once introduced, allowing them to be reviewed and updated if required. There was a good exchange of views including talking a single line from the West end of Castle street as far as the Eagle. The</li> </ul>	<p><b>GD</b></p> <p><b>JMcG</b></p> <p><b>CB/JMcG</b></p> <p><b>CB/SM</b></p> <p><b>CB/SM</b></p> <p><b>GK</b></p> <p><b>SM</b></p> <p><b>CB/CM</b></p> <p><b>CB</b></p> <p><b>JMcG</b></p>

		<p>seasonality point was taken on board. One-hour parking limit has gone up to 2 hrs in the square. There was discussion whether the parking areas are better monitored by cameras than parking wardens. The former was the preferred option, although The Falls of Shin is an example of where cameras provide an easy solution.</p> <ul style="list-style-type: none"> <li>• <b>Dornoch Caravan Park – CB</b> wrote and offered BID rep at the meeting but the meeting is yet to be organised as waiting for Cllr Ken Gowans to come back with date. <b>SM</b> to now liaise.</li> <li>• <b>Office - MG</b> asked if we need and an office and address. It was agreed for now to use Arthur and Carmichael for address. HMRC needs to have that information updated/Co’s House etc. <b>MG</b> to action. Going forward, and as office space for SM, there could be an option to use a space in the UHI - <b>JM</b> to check with Debbie. <b>SM</b> to consider options and discuss at next Board meeting once a clearer idea of what might work best.</li> <li>• <b>Adoption of previous minutes</b> - Proposed <b>CM</b>, and seconded <b>GD</b></li> </ul>	<p><b>SM</b></p> <p><b>MG</b></p> <p><b>JM/SM</b></p>
3	Finance	<p><b>Finance Update</b> – <b>MG</b> gave update: £1,300 grant coming from Scottish Food and Drink which could be used next March/April for the Food on the Firth (FotF) event. £93 income from FotF cookery demo to be added. Cost of Christmas Party disco and social media advertising to be added.</p> <p>There have been £2,200 worth of voluntary levies billed, with 11 businesses signing up so far. <b>SM</b> to chase outstanding payments. Just under £15K various other rev red’d on top of BID levy.</p> <p>HMRC – have sent us £1,700 cheque for VAT rebate.</p> <p>£72K as at April should be down to £16K cash so the budget looks manageable. Money will need to be spent by April on events like Food on the Firth.</p> <p><b>Golf Club Partnership Request</b> – BID Directors will approach members of the club’s council to gauge views on proposed partnership idea.</p>	<p><b>CB</b></p> <p><b>SM</b></p> <p><b>All</b></p>
4	Signage & Map Renewal	<p><b>CM</b> talked through key points from her Draft Signage and Map Renewal Plan which had been previously circulated in advance of meeting with Elastic Creative and CB/SM on Tuesday.</p> <p><b>Finger Posts</b> - <b>CM</b> suggested that the 11 finger posts are changed to reflect the ‘This is Dornoch’ BID brand and they should be made easy to update. The 2 Retail Park signs should also be updated. There should be a new sign to link one car park to the other.</p> <p><b>Town Map Boards</b> – <b>CM</b> would like to have a new map designed to better highlight the various attractions. <b>JMcG</b> said that Embo should be included in the map as people need to know what’s around the corner. A map located at Embo north beach car park was also suggested.</p> <p><b>Maps</b> - <b>CM</b> suggests that there should be a move to maps mainly being online. The information boards in key locations could have QR codes to link to an interactive online map. <b>CM</b> feels that a mobile online option will be quicker, less wasteful and more interesting.</p> <p><b>Lamppost banners</b> are being considered at key locations within the town which will help promote What’s On. The Whisky Festival for example could be promoted along with This Is Dornoch branding.</p> <p><b>A9/Brown Signage</b> – more signage is required on the A9 to alert drivers to Dornoch’s location, and give more information on the town’s attractions.</p>	<p><b>CM</b></p>

4	Autumn/Spring Events	<p><b>Food on the Firth and Dornoch Whisky Festival</b> - Feedback has been that this was an excellent event done on a shoestring budget. Links House were very happy with the Supper Club. The Dornoch Station Hotel plans to run the musical evening on an ongoing basis. The cookery demo was well attended. Two additional food outlets have said they wish to take part in the next event. The Whisky Festival grand tasting went well also. Talks have taken place with UHI for next Easter and October, with their history Dept participating in providing tours and talks.</p> <p><b>Glengarry Friendship meeting</b>  <b>GK</b> updated the Board on the meeting to explore a formal friendship between Glengarry, Ontario and Dornoch. This Cultural exchange would need further thought on what the benefits are for both sides. Initial plans suggested were for a house swap week, and for Glengarry to promote our Highland Friendship Week.</p> <p><b>Highland Friendship Week/Fortnight</b> – Claire shared a page flyer which will be used to promote the various events/attractions/experiences to enjoy during the fortnight. As we are planning to run the event for 2 weeks, ideas for light installations in the town to be explored. <b>KM</b> to put <b>CB</b> in touch with lighting company.</p>	<p><b>CB/GK</b></p> <p><b>GK</b></p> <p><b>CB</b></p> <p><b>KM/CB</b></p>
11	AOCB	<p><b>Summer staff accommodation at UHI campus</b> – <b>GK/SM</b> to have a call with Dianne, UHI to discuss the possibility to rent the flats for staff in the hospitality sector over the summer when students are away from campus.</p> <p><b>Volunteer offer</b> -<b>GK</b> has spoken to shop owner Jo Johnstone, who is very interested to do things for the BID having run her own company. She has experience of events and finance. <b>GK</b> to follow up this conversation.</p> <p><b>Levy Payers Meetings</b>  The following dates were agreed:</p> <ul style="list-style-type: none"> <li>• Hospitality meeting – 18 November</li> <li>• Self-Catering meeting - 9 December</li> <li>• General meeting - Town Hall, 20 January</li> </ul> <p><b>SM</b> to invite BID members to these dates asap.</p>	<p><b>GK/SM</b></p>

NEXT MEETING – Monday 2<sup>nd</sup> December, 7pm, Dornoch HUB.