

VISIT MORAY SPEYSIDE BOARD MEETING AGENDA

Date: Thursday 3 rd August		Venue: Zoom	Time: 15:00 – 17:00
Zoom Link:	https://us02web.zoom.us/j/83076894888?pwd=cUF4eHBNS25BekVYN0dRWXRyMjVRdz09		
Dropbox Link to Papers	https://www.dropbox.com/scl/fo/8f5bcyss6f50j4httsnl/h?dl=0&rlkey=1cdtkx60r2gy4j1ijfk6r19v		
ITEM	SUBJECT	LEAD	
1.	<p>Welcome and Apologies / Declarations of Interest</p> <p>Minutes GC Welcomed Attendees: Ed Tennant (ET), Vena Raffle (VR), Lisa Farley (LF), Ian Chapman (IC), Gemma Cruickshank (GC), Euan Armstrong (EA), Brooke Finnie (BF) and David Wilson (DW)</p> <p>GC Any Declarations No Declarations</p>	Chairman	
2.	<p>Review & Approval of Previous Minutes</p> <ul style="list-style-type: none"> Directors are invited to review the minutes of the Board Meeting which took place on 18th April 2023. <p>April Board Meeting Minutes HERE</p> <p>Minutes GC asked if there were any issues with previous minutes No issues with previous minutes</p>	Chairman	
3.	<p>Finance Update</p> <ul style="list-style-type: none"> Directors are invited to review the most recent management / finance information. Profit & Loss / Balance Sheet / Executive Summary / Business Snapshot in the finance package. Finance Package HERE <p>Levy Payment / Collection Update</p> <ul style="list-style-type: none"> Invoices were issued first week of April and included a leaflet that includes information of what we have achieved, how they can get involved and what's coming up. 	GC	

	<ul style="list-style-type: none"> • Final Notices were issued on 29th May for 2023 invoices • GC created proposal to change format of how the BID levy invoices are issued and all board members approved at the board meeting on 6th October 2022. As of April 2023, invoices will go out in the first week in April for half the levy amount and the second invoice will go out in first week October for the other half of the levy. This will help give structure to businesses and help with their cashflow. • Levy banding – consider the current levy structure and discuss if there is a more fair and sustainable way. • There has been a levy issue FAQ Document prepared to assist should you have any questions from levy payers. <p>Minutes GC discussed next amount that had been drawn down from council GC Sheriffs officers likely to be sent out next week but may be delayed as Maureen on annual leave for a month</p> <p>IC What is the overall sentiment on Levy from the team based on calls, meetings etc? GC There have been less levy calls, waiting on warrant list but potentially more calls will come after sheriff list VR Have we had contact with people who haven't paid? GC Spoken to all on list via calls and emails ET Final sheriff officers list to be sent to directors</p>	
4.	<p>Staffing Update</p> <p>No update</p>	GC
5.	<p>HIE Recovery Programme Update</p> <ul style="list-style-type: none"> • The HIE Recovery Programme has kicked off again with Brooke & Euan now in post as our Tourism Project Coordinators. <p>Euan Update:</p> <ul style="list-style-type: none"> - Food & Drink - Education - Tourism Network Meetings – Forres & Lossiemouth <p>Brooke Update:</p> <ul style="list-style-type: none"> - Winter Festival - Tourism Network Meeting – Speyside & Keith - Toilet Toolkit - Heritage Lottery Fund - <p>Themes that will progress in future quarters:</p> <ul style="list-style-type: none"> - Agritourism - Fair B&B (still currently on hold). 	<p>GC</p> <p>EA</p> <p>BF</p> <p>GC</p>

Minutes

EA HIE Update

- Food and Drink Trail has had a nice uptake in customers since we released the route. Initially we ran weekly competitions but due to dip in engagement that will be moved to monthly.

- Success of F&D Trail has led to starting VMS Restaurant Week, development has started with a look to run the campaign from 13th – 19th November.

- Complete works training moved from July to October to fit in with less busy season for businesses. This has led to better uptake already. Separate customer service training course will be run through UHI.

- Travel Trade workshop with VisitScotland is in the works for 24th of October with morning and afternoon session dedicated to people already dealing with TT and people who are not yet. FAM trip will run on 16th and 17 November.

- EA currently working on research for map leaflet which has been asked from numerous people as Toursim Network Meetings. EA in contact with Helen Stirling.

BF HIE Update

- Heritage Lottery Fund has been put out to community groups and Keith and Aberlour interested in applying. Moray Heritage Connections are up and running with David Mackay but first meeting was postponed.

- BF's Winter Festival work is underway, 14 groups have applied for funding of up to £5000 that will come from HIE funding. Events will run on Nov, Dec and Jan but not necessarily for Christmas events. Guide will be produced with all events running through region.

- BF and EA are still running Tourism Network Meetings, Forres, Speyside, Buckie coming up, Lossiemouth on hold, Keith in progress.

IC when will the Winter festival be promoted?

GC it will be promoted in the next month with digital copy

IC offered support on winter festival look and feel

IC on HLF, this should be promoted more as VMS supported when work comes out ET agrees that this will showcase us working together

GC brought up Toilet Toolkit as second application was successful for Findhorn. IC suggested that this should be showcased as well as VMS good work. BF will draw up case studies that can be promoted on website and linkedin.

Key Activities Delivered in Last Quarter

6. GC will provide an update on key activities from last quarter.

- Tourism Conference took place on 25th May
- Directors Pack has been completed and issued out

GC

- TVL proposal has been pulled together – GC sent to board
- Levy debt collection is underway
- Taste of Moray Speyside was launched on 30th June 2023
- DW will update on marketing activity for the last quarter

Marketing Update

DW will provide an update on marketing activity

- Blogger Visit -Wheelybraw
- VMS Website
- Taste of Moray Speyside
- Marketing Plan 2023 – this can be viewed [here](#)
- Social Media Update – website visits for Taste of Moray Speyside

Minutes

- DW Currently working on pulling together mid-term review to put out to members. Content to be written by GC. DW also starting Winter Festival program. IC offered assistance on design work and feedback.

- DW ran through press and media trips. Wheely Braw's trip was successful in May, Absolute Bandits are currently being arranged to promote golf in the region. Janice Hooper is currently doing a piece on Whisky and Speyside for Landscape Magazine and Rachel Mills came to Forres to write a piece for Scotland Magazine where she went to Benromach.

- DW ran through recent advertising campaigns. VMS were featured in the following:

- Full page UCI Official Programme
- Full Page Nat Geo Summer Supplement (June 23)
- Quarter Page Scots Magazine (Sept + Oct)
- Northern Scot Food + Drink (1st week of July, August, Sept + Oct)

- DW discussed option of having Stephen Whitelaw for Digital Marketing workshops. LF suggested that Stephen Whitelaw may be a bit too complicated for basics. DW will investigate other potential speakers but also look to Stephen for a more advanced option.

- DW discussed push to use FreeToBook for self-catering properties. Info to be sent out in email and webinar to be run on importance of direct bookings. VR asked whether new booking service to businesses was a good idea opposed to just getting them to book through their own site. DW said the FTB can be plugged in through our site and tracked, used on VisitScotland listing and through the businesses own google my business page.

- DW advised of new work with Ghillie Basan and the food and drink experiences. Books have been created and Intimation are currently creating a section on the website. Leaflets to be distributed throughout businesses in region.

7.	<p>Key Activities in Next Quarter</p> <ul style="list-style-type: none"> • Further development of Golf Group • Revamp of Inspiration/Itineraries and member support pages on website • Further Tourism Network Groups created such as Cullen • Blogger/Press Trip in August to showcase golf • Continue to create new marketing campaigns for Taste of Moray Speyside • Moray Coastal F&D Trail video to be considered in partnership with Ghillie Bassan • Continuing with Winter Festival and meeting with local community & development groups to create winter events • Submit a Moray wide Lottery Heritage Fund application <p>Minutes</p> <p>GC advised change of date for next year’s conference after feedback. Feedback was generally positive on the conference. Next year will be held in March.</p> <p>GC to share directors pack further.</p>	GC
8.	<p>SSE Beatrice Update & Applications Received to Review</p> <ul style="list-style-type: none"> • Funding is in the reserve account and can be used only to support Community Toilets Project. • First application approved was Portknockie Paddling Pool group for £5,000 to support refurbishment of harbour toilets. Payment was made on 6th July • VMS contributed an additional £1,000 towards overall project cost of £30,000 • Findhorn have applied and have been successful for £5,000 to refurbish their toilets. The funds have not been paid due to the refurb still on-going. Once completion report and photos have been received the payment will be made. • Findhorn have made a second application and this is just in progress • Forres have been in contact to consider an application for the Grant Park toilets • Portknockie Paddling Pool Group have submitted a second application for mens toilets – this has been approved just waiting for work to be completed. 	BF
9.	<p>Membership Applications Received to Review</p> <ul style="list-style-type: none"> • New Opt-In Member leaflets have been created to encourage more members when out and about, you can view them here • Directors are reminded that as part of reaching their decisions on the acceptance of membership applications, Directors should consider the specific requirements of section 172 of the Companies Act 2006 and the 	GC

	<p>need to promote the success of the Company for the benefit of its members as a whole, per the Company’s Articles of Association – HERE</p> <ul style="list-style-type: none"> • Opt-In Member Discussion – how we move forward with this, track it and manage it. <p>Minutes GC advised the board that there were no new opt-in members but are not currently seeking more as work is still to be done with board members and strategy.</p>	
10.	<p>AOCB</p> <ul style="list-style-type: none"> • Directors are invited to raise any other items of competent or relevant business • Future of VMS – Taste of Moray Speyside, Malt Whisky Trail <p>Minutes GC mentioned there had been two applications to join the VMS board. Esther Green from The Macallan and Stewart Fotheringham who is a consultant for start up businesses. All board members were looking forward to seeing the applications GC suggested we need to appoint an Chair or Interim Chair. LF said to arrange a meeting with GC the following week to discuss Chair role further. GC advised we needed to consider which route VMS would go down commercialised or continue with the BID. HIE have also offered support with an options study to see what would be feasible for us. ET said business models is the most important thing and to try and move forward with this as quickly as possible. IC said to have another board meeting in September to discuss the next steps of transitioning.</p>	ALL
<p>2023/24 Board Meeting Dates:</p> <p>We are looking for venues to hold the board meetings to move them around. If anyone would like to host the board meeting please let me know and which date.</p> <p>12th September – Business Model Discussion – Next Steps 5th October 2023 Thursday 14th December 14th January 2024</p>		
<p>GOVERNANCE CALENDAR – NEXT ITEMS IN CYCLE (Refer to Governance Calendar on Board Drive)</p> <p>Appoint Vice Chair Recruitment of Directors Annual Accounts</p>		