

## VISIT MORAY SPEYSIDE BOARD MEETING AGENDA

<b>Date:</b> Wednesday 10 <sup>th</sup> January 2023	<b>Venue:</b> Teams (Calendar Invite)	<b>Time:</b> 15:00 – 17:00
<b>Teams Link:</b>	<a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWM1MTVhNjgtYzYxNC00NDkxLWJiYjltZWY3NDQ2MDk2ODdi%40thread.v2/0?context=%7b%22Tid%22%3a%2236831d97-b9ca-4763-a89a-ef0c02b6c3c3%22%2c%22Oid%22%3a%22beca2604-1dbe-4c47-8f87-7be3d8d65c9e%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_NWM1MTVhNjgtYzYxNC00NDkxLWJiYjltZWY3NDQ2MDk2ODdi%40thread.v2/0?context=%7b%22Tid%22%3a%2236831d97-b9ca-4763-a89a-ef0c02b6c3c3%22%2c%22Oid%22%3a%22beca2604-1dbe-4c47-8f87-7be3d8d65c9e%22%7d</a>	
<b>Dropbox Link to Papers</b>	<a href="https://www.dropbox.com/home/VMS%20Directors%20Shared%20Folder/Board%20Meeting%20Info%20%2B%20Minutes/Board%20Meetings%202024/1.%2010th%20Jan">https://www.dropbox.com/home/VMS%20Directors%20Shared%20Folder/Board%20Meeting%20Info%20%2B%20Minutes/Board%20Meetings%202024/1.%2010th%20Jan</a>	
<b>IT E M</b>	<b>SUBJECT</b>	<b>LEAD</b>
1.	<b>Welcome and Apologies / Declarations of Interest</b>	Chair
2.	<p><b>Review &amp; Approval of Previous Minutes</b></p> <ul style="list-style-type: none"> <li>Directors are invited to review the minutes of the Board Meeting which took place on 30<sup>th</sup> November 2023.</li> </ul> <p style="text-align: center;">November Board Meeting Minutes <a href="#">HERE</a></p> <p><b>MINUTES Present</b></p> <p>Lisa Farley LF (Chair) Ian Chapman IC Oliver Lyon OL Angela McOwan AM Gemma Cruickshank GC Vena Raffle VR Esther Green EG</p> <p>Apologies</p> <p>Ed Tennant ET Caroline Ronald CR Stewart Fotheringham SF</p> <ul style="list-style-type: none"> <li>Directors approved a quorum for the meeting to take place.</li> <li>No declarations raised.</li> </ul>	Chair
3.	<p><b>Finance Update</b></p> <ul style="list-style-type: none"> <li>Directors are invited to review the most recent management / finance information. Profit &amp; Loss / Balance Sheet / Executive Summary / Business</li> </ul>	GC

Snapshot in the finance package.

- Finance Package [HERE](#)

#### Minutes

- Directors approved previous minutes.
- IC stated that Business Snapshot had been missed from the Finance Package. GC apologised and will provide this to Directors.
- IC asked for year-end cash flow report which GC will provide to Directors.
- IC advised on budget plan for the year. GC is in process of creating with Wendy Brash Bookkeeping.
- IC suggested pushing out a good news story around the renewal ballot and the good things VMS deliver.
- EG suggested a communication strategy moving forward so we have a protocol to refer back to in these situations. Have holding statements ready for future enquiries.

#### Levy Payment / Collection Update

- Second part of invoices were issued first week of October and included a leaflet that includes information of what we have achieved, how they can get involved and what's coming up. You can view the leaflet [here](#)
- No update on warrant collection yet – will get this update once levy information sheets have been provided to Moray Council
- There has been a levy issue [FAQ Document](#) prepared to assist should you have any questions from levy payers.

#### Minutes

- GC had a meeting arranged with Taxation Manager from MC on 23<sup>rd</sup> January to discuss levy collection.

#### Staffing Update

4. It has been confirmed by Highlands & Islands Enterprise that they have extended the fund to end of June 2024 due to underspend during staff changes.

GC

5.	<p><b>HIE Recovery Programme Update</b></p> <ul style="list-style-type: none"> <li>The HIE Recovery Programme is well underway with the funding coming to an end in June 2024. The team will provide written updates on what they have been working on and these documents are in the shared DropBox folder.</li> </ul> <p>Themes that will progress in future quarters:</p> <ul style="list-style-type: none"> <li>Agritourism</li> <li>Fair B&amp;B – we are starting to look to progress this as it is now in Scots Law.</li> </ul> <p><b>Minutes</b></p> <ul style="list-style-type: none"> <li>No queries raised on the updates provided by the team.</li> </ul>	GC
6.	<p><b>Key Activities Delivered in Last Quarter</b></p> <p>GC will provide a run through on activities delivered. More information on the activities can be found in the team’s updates which you can view <a href="#">here</a>:</p> <ul style="list-style-type: none"> <li>Business Barometer Q4 – can view <a href="#">here</a></li> <li>Tourism Network Meetings – Speyside, Keith, Buckie and Forres</li> <li>Application successful for the Regional Food Fund. Successful in receiving £5,000 worth of funding to run a Farm to Fork Event, Cocktail Week, F&amp;D video and Taste of Moray Speyside printed Trail maps. These funds need to be spent by 31<sup>st</sup> March 2024.</li> <li>Launch of Moray Customer Service Programme in partnership with UHI Moray. The course will officially go live second week in January. In discussions around member discounts to the course. The Course will cost £80 per person. We would like to offer 50% discount for our members.</li> <li>Meeting with Food &amp; Drink Scotland around creation of a regional food group in Moray. Consultation meeting with businesses set for 14<sup>th</sup> February.</li> <li>Stephen Whitelaw marketing workshops took place on 12<sup>th</sup> &amp; 13<sup>th</sup> December.</li> <li>Marketing Plan for 2024</li> <li>Milnes High School supported with a video for helping pupils create and undertake presentations.</li> <li>Various DYW events were supported by VMS.</li> <li>GC &amp; DW attended the Highland Tourism Conference</li> <li>GC attended the Scotland’s Town Partnership Conference</li> <li>VMS confirmed attendance at VisitScotland Connect April 2024</li> </ul> <p><b>Minutes</b></p> <ul style="list-style-type: none"> <li>No queries raised</li> </ul>	GC
7.	<p><b>Key Activities in Next Quarter</b></p>	GC

	<ul style="list-style-type: none"> <li>• Further development of Golf Group in January</li> <li>• Moray wide customer service training course –official launch in January</li> <li>• Moray Council &amp; VMS Roundtable discussion with members about TVL – 31<sup>st</sup> January</li> <li>• Cocktail Week in February</li> <li>• VMS AGM end of February date TBC</li> <li>• VMS Tourism Conference – 14<sup>th</sup> March</li> <li>• Farm to Fork Event – 30<sup>th</sup> March 2024</li> <li>• Sourcing funds for further employment for Brooke &amp; Euan</li> <li>• Begin ballot renewal consultations in January</li> <li>• VMS BID Review to be completed end of Jan</li> <li>• VMS Video overview of achievements completed end of Jan</li> </ul>	
8.	<p><b>SSE Beatrice Update &amp; Applications Received to Review</b></p> <ul style="list-style-type: none"> <li>• £25,000 still available.</li> <li>• Lossiemouth have showed interest in applying and have been sent the information in October 2023.</li> <li>• Only have £10,000 left in the pot and we have two applications waiting to be completed to receive £5,000 each.</li> <li>• BF applying to SSE Beatrice for a further £15,000 worth of funds to be released out of the remaining £25,000.</li> </ul>	BF
9.	<p><b>Membership Applications Received to Review</b></p> <ul style="list-style-type: none"> <li>• New Opt-In Member leaflets have been created to encourage more members when out and about, you can view them <a href="#">here</a></li> <li>• Directors are reminded that as part of reaching their decisions on the acceptance of membership applications, Directors should consider the specific requirements of <a href="#">section 172</a> of the Companies Act 2006 and the need to promote the success of the Company for the benefit of its members as a whole, per the Company’s Articles of Association – <a href="#">HERE</a></li> <li>• Levy payers were encouraged through newsletters to opt-in as a member to be able to attend the AGM in January, no applications yet.</li> </ul> <p>- No opt-in members to be considered.</p>	GC
10.	<p><b>AOCB</b></p> <ul style="list-style-type: none"> <li>• Directors are invited to raise any other items of competent or relevant business</li> <li>• Update on Written Resolution</li> </ul>	ALL

- AGM – Feb 2024
- VMS Conference – 14<sup>th</sup> March 2023
- Discuss Levy Options
- Discuss budget of potential recruitment

#### Minutes

- GC advised there was 12 signatures so far for the resolution to remove the requirement of an audit. AM suggested for Directors to help with gaining signatures for the Resolution. GC to send outstanding signatures required.
- GC advised that Marc Crothall of STA who was compering the conference was unable to attend and was there anyone who they thought would be a good fit. Directors stated someone who is an advocate for VMS and potential member. GC to reach out to potential compere.
- GC to send out survey for Directors to attend AGM
- OL & AM are working together to look at levy options for renewal ballot

#### 2024 Board Meeting Dates:

**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.**

Please note board meetings will change to a Wednesday in 2024.

6<sup>th</sup> March 2024

24<sup>th</sup> April 2024

19<sup>th</sup> June 2024

14<sup>th</sup> September 2024

9<sup>th</sup> October 2024

4<sup>th</sup> December 2024

#### GOVERNANCE CALENDAR – NEXT ITEMS IN CYCLE

(Refer to Governance Calendar on Board Drive)

Appoint Lisa Farley as Chair at AGM

Appoint Vice Chair at AGM

Recruitment of Directors -appoint at AGM

Annual Accounts – completed, audit required. Written Resolution underway to remove the Act.