

VISIT MORAY SPEYSIDE BOARD MEETING AGENDA

Date: Wednesday 24 th April 2024	Venue: Teams	Time: 15:00 – 17:00
Team s Link:	https://teams.microsoft.com/l/meetup-join/19%3ameeting_NjBmNTI2ZmQtMTc4Yi00ZTJmLTlhZTMtMmQ5Njc0ZWw1MDE4%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	
ITEM	SUBJECT	LEAD
1.	Welcome and Apologies / Declarations of Interest	Chair
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 6th March 2024. <p>March Board Minutes were sent to Directors prior to meeting.</p> <p>Minutes Present Gemma Cruickshank GC Lisa Farley LF (Chair) Ian Chapman IC Ed Tennant ET Olly Lyon OL Stevie Milne SM Esther Green EG James Creane-Smith JCS</p> <p>Apologies Stewart Fotheringham SF</p> <ul style="list-style-type: none"> Directors approved quorum for meeting to take place. No declarations raised. Minutes from previous meeting approved. 	Chair
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 was sent to Directors prior to meeting. 	GC

	<p>Minutes</p> <ul style="list-style-type: none"> - GC asked if there were any questions regarding the finance updates – no queries were raised. <p>Levy Payment / Collection Update</p> <ul style="list-style-type: none"> • 2024 first part of invoices were issued on 1st April 2024 and included a leaflet that includes information of what we have achieved, how they can get involved and what’s coming up. • There has been a levy issue FAQ Document prepared to assist should you have any questions from levy payers. 	
4.	<p>Staffing Update</p> <ul style="list-style-type: none"> - Brooke and Euan’s contracts will come to an end on 30th June 2024. - Look at potential recruitment of part time position from July to March to help with the renewal ballot. <p>Minutes</p> <ul style="list-style-type: none"> - GC advised Euan had received a job offer at Scottish Agritourism to work in marketing and his last day will be 31st May 2024. 	GC
5.	<p>HIE Recovery Programme Update</p> <ul style="list-style-type: none"> • 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 sent to Directors before the meeting. <p>Themes that will progress in future quarters:</p> <ul style="list-style-type: none"> - No new themes will be progressed due to the funding ending in June 2024. - Fair B&B was the only project that was not progressed due to the issues with Scots Law and then Springboard done the official launch of this. We are working with Book Direct which we feel will be more benefit to our members and also we will be able to track direct bookings through our website to theirs. <p>Minutes</p> <ul style="list-style-type: none"> - No update 	GC
6.	<p>Key Activities Delivered in Last Quarter</p> <p>GC will provide a run through on activities delivered.</p> <ul style="list-style-type: none"> • Tourism Network Meetings – Speyside, Keith, Buckie and Forres • 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&D 	GC

video and Taste of Moray Speyside printed Trail maps. These funds need to be spent by 31st March 2024.

- Various DYW events were supported by VMS.
- Completion of the Regional Food Fund projects, this included Farm to Fork and creation of Taste of Moray Speyside Leaflets and Food & Drink video.
- Attended Scottish Golf Tourism Week in Inverness on 19th – 21st March. We managed to get some new contacts however, disappointing with not being able to do appointments and only exhibit.
- Cocktail Week (17th – 24th Feb) launched and had 14 businesses across the region taking part offering discounted cocktails, cocktail masterclasses and tours.
- Tourism Conference on 14th March 2024 – 98 attendees for the day and positive feedback.
- AGM held on 27th March – positive event and all resolutions was passed.

Minutes

- GC talked through the projects that had been delivered since the last Board Meeting. GC advised she felt flat after the conference and that it didn't have the same buzz as last year.
- EG asked what did GC feel was flat about the conference?
- GC said it was maybe the plan of the day and would like to change it up for next year.

Key Activities in Next Quarter

- Launch of Golf Pass
- VMS attending VisitScotland Connect in Aberdeen in April.
- Consultation events in May
- Potential creation of a Moray Regional Food Group

Minutes

- 7.
- GC run through the items to be delivered in the next quarter with the golf pass launching on Friday 26th April.
 - GC said there had only be 13 responses to the survey and it was very 50/50 on how they would vote.
 - EG asked for the feedback of the surveys to be shared.
 - The consultations will begin in May where GC will pull together the objectives VMS look to deliver over the next five-year term from conversations with levy payers and from the survey feedback. These events will help businesses feed into the plan for the next term.
 - IC suggested for the next term to encourage networking to do a Business Showcase where VMS facilitate it but gives businesses the opportunity to host and show off their product and joins businesses up creating that holistic view to promoting tourism in the region.

GC

8.	<p>SSE Beatrice Update & Applications Received to Review</p> <ul style="list-style-type: none"> • £25,000 still available. • Lossiemouth have showed interest in applying and have been sent the information in October 2023. • Only have £10,000 left in the pot and we have two applications waiting to be completed to receive £5,000 each. • BF applying to SSE Beatrice for a further £15,000 worth of funds to be released out of the remaining £25,000. <p>Minutes</p> <ul style="list-style-type: none"> - No update 	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 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 • Levy payers were encouraged through newsletters to opt-in as a member to be able to attend the AGM in January, no applications yet. <ul style="list-style-type: none"> - No opt-in members to be considered. 	GC
10.	<p>AOCB</p> <ul style="list-style-type: none"> • Directors are invited to raise any other items of competent or relevant business • Consultation Events • Draft Business Plan • Review of Operating Agreement with Moray Council <p>Minutes</p> <ul style="list-style-type: none"> - LF raised a conversation around the FAQ document GC had created. To review the feedback from the board and soften tone within some of the answers. - IC agreed tone needed to be softened when talking about what the plan B is if VMS is unsuccessful and looking at the impact it would have and really thinking about how that will look. MC will be responsible for tourism in the region and applying for funds. 	ALL

- IC asked about the FAQ document and who was included in the levy as it was discussed in a lengthy discussion previously that businesses under the £2K rateable value should be included to benefit from the TBID and be involved with tourism in the region. This is a discussion that needs to be had with those businesses. These businesses are being included to make it fair and transparent.
- All Directors agreed to include businesses under the £2K rateable value and have a discussion with them moving forward.
- GC to send operating agreement to Board of Directors
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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.

17th July 2024

11th September 2024

6th November 2024

11th December 2024

22nd January 2024

GOVERNANCE CALENDAR – NEXT ITEMS IN CYCLE

(Refer to Governance Calendar on Board Drive)

- Discuss Chair for when Lisa steps down in May