

VISIT MORAY SPEYSIDE BOARD MEETING AGENDA

Date: Thursday 30 th November	Venue: Teams (Calendar Invite)	Time: 14:00 – 16:00
Teams Link:		
Dropbox Link to Papers	https://www.dropbox.com/scl/fo/8f5bcyssf50j4httsnl/h?dl=0&rkey=1cdtkx60r2gy4j1jfk16r19v	
ITEM	SUBJECT	LEAD
1.	<p>Welcome and Apologies / Declarations of Interest</p> <p>Minutes Attending Ian Chapman IC Ed Tennant ET Caroline Ronald CR Stewart Fotheringham SF Oliver Lyon OL Angela McOwan AM Gemma Cruickshank GC</p> <p>Apologies Lisa Farley LF(Chair) Vena Raffle VR Esther Green EG</p> <ul style="list-style-type: none"> - Directors approved a quorum for the meeting to take place. Directors' introductions took place for two new Board members Oliver Lyon and Angela McOwan. - No declarations raised. 	GC
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 5th October 2023. <p>October Board Meeting Minutes HERE</p> <p>Minutes</p> <ul style="list-style-type: none"> - Directors approved previous minutes. 	GC

	<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"> • 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. <p>Minutes</p> <ul style="list-style-type: none"> - All Directors received finance update prior to the board meeting and no queries were raised. - IC asked how much levy there was to pull down from Moray Council so we could forecast the income and plan ahead. - GC advised there was £20,000 to draw down but hoped this would have increased due to the debt collection underway. - OL asked about the Highland & Islands Enterprise funding and thought it was ending soon. - GC advised the funding would be finished at the end of June 2024. - OL asked about the process for the warrants. - GC advised invoice is sent out, four weeks later a reminder email and then GC is advised on outstanding debts and actively contacts each business on that list to advise and work with them to make the payments rather than creating warrants. If no contact has been made the business will then receive a warrant. 	GC
4.	<p>Staffing Update</p> <p>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.</p>	GC

<p>5.</p>	<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 will be in the shared Dropbox folder in due course. David will not be providing an update this meeting due to annual leave. <p>Themes that will progress in future quarters:</p> <ul style="list-style-type: none"> Agritourism Fair B&B – we are starting to look to progress this as it is now in Scots Law. <p>Minutes</p> <ul style="list-style-type: none"> Prior to the Board Meeting all Directors received a written update from the team on the activities that have been undertaken. No queries were raised. 	<p>GC</p>
<p>6.</p>	<p>Key Activities Delivered in Last Quarter</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 here:</p> <ul style="list-style-type: none"> Launch of Moray Winter Festival on Monday 23rd October Absolute Bandits Media Visit 6th – 8th September Restaurant Week – 13th – 19th November – 13 businesses took part Bloggers for Restaurant Week – Leigh Brandie, Julia Bryce & Tracey Goes Outside CompleteWorks Customer Service Course – 18 people attended Travel Trade Workshops in partnership with VisitScotland – first session 16 attendees, second session 21 attendees Travel Trade FAM Trip – 16th & 17th November – 14 tour operators Marketing workshop with Business Gateway – basics of social media Membership Survey Business Barometer Q3 – can view here Tourism Network Meetings – Speyside, Keith, Buckie and Forres Application submitted for Regional Food Fund <p>Minutes</p> <ul style="list-style-type: none"> GC provided an update on the above items. OL asked about the difference between the two customer service courses. GC advised the Completestworks was a one off course and the other is in partnership with UHI which will be on-going for businesses to book onto and will include a Moray element of telling the story along with customer service training. OL asked about the membership survey and was concerned about the number of responses. 	<p>GC</p>

	<ul style="list-style-type: none"> - GC advised it was a small pool but it was relatively positive but appreciated it was only from a small pool of VMS members (30 responses). When asked if how they would vote in the next ballot, 43.3% said they would vote yes, 33.3% were unsure and 20% were no. 	
7.	<p>Key Activities in Next Quarter</p> <ul style="list-style-type: none"> • Further development of Golf Group in December • Moray wide customer service training course – soft launch in November for official launch in January • TVL member views survey • Cocktail Week in February • VMS AGM • Advanced Marketing workshops with Stephen Whitelaw in December • Moray Council & VMS Roundtable discussion with members about TVL • VMS Tourism Conference • Marketing Plan for 2024 • Sourcing funds for further employment for Brooke & Euan • Begin ballot renewal consultations <p>Minutes</p> <ul style="list-style-type: none"> - No queries 	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. <p>- <i>If no update for next Board Meeting this section will be reduced.</i></p> <p>Minutes</p> <ul style="list-style-type: none"> - No queries 	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. 	GC

- No applications received.

AOCB

- Directors are invited to raise any other items of competent or relevant business
- Update on Audit of Annual Accounts
- AGM – Jan 2024
- Renewal Ballot

Minutes

- GC advised that she was struggling to find an accountant to undertake an audit before 31st December when the accounts need to be filed.
- ET suggested we hold an EGM prior to 31st December to have the act removed from the Articles which would save two weeks' worth of work and around £8K-£10K. All Directors approved.
- AM asked about the levy payers and members and how this worked.
- GC advised levy payers need to opt-in as a member by filling out a short form and the Directors can approve or reject any application. Once they become members, they can attend the EGMs and AGM.
- OL commented that this acts as a barrier to levy payers and worth looking into getting this Act removed from the Articles. All Directors approved.
- ET suggested we add this change to the EGM in December so we can then invite all members to the AGM in 2024. All Directors approved. GC will work with Harper and Macleod on removing these items from the Articles.
- SF mentioned that someone from Friends of Craigellachie Bridge reached out to him to discuss about potential collaboration between FOCB and VMS. SF to investigate.
- GC advised that work will begin in January 2024 for the lead up to the Renewal Ballot in January 2025.
- GC advised that she was meeting with Bill Harvey from Scotland's Towns Partnership on 6th December who help BIDs through the renewal process.
- GC also mentioned about getting extra resource in part-time for one year to support with the renewal ballot with member enquiries, consultation phone calls and general member support. All Directors approved.

10.

ALL

- SF advised he can support with recruitment.
- GC will investigate budget and plan for 2024 and see if this is achievable.
- GC advised that Directors will be called in to help support with the engagement with members about VMS.

Actions:

- GC to discuss with Harper & Macleod about holding an EGM to remove the Act of requirement to audit accounts and also the requirement for members to be apply to be members and make all levy payers members automatically.
- SF to investigate collaboration between VMS and FOCB

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.

10th January 2024

6th March 2024

24th April 2024

19th June 2024

14th September 2024

9th October 2024

4th December 2024

GOVERNANCE CALENDAR – NEXT ITEMS IN CYCLE

(Refer to Governance Calendar on Board Drive)

Appoint Chair at AGM

Appoint Vice Chair at AGM

Recruitment of Directors -appoint at AGM

Annual Accounts – completed, audit required.